

World of Tomorrow

Former Governor Clyde R. Hoey in a most impressive address Sunday morning at the First Methodist church spoke on "The World Of Tomorrow",

The speaker, in his usual interesting and pleasing manner, presented three phases of the subject.

First, he told of the economic side, saying that this is a practical world and that all must work for a living and that all must have something useful to do. He urged trade and commercial expansion throughout the world.

Next, Former Governor Hoey spoke of the moral side of life. He said that he was not worried greatly about morals of returning service men, but that people at home should know the importance of living clean morally and having good homes for the returning soldiers and sailors.

And the speaker concluded his address with reference to the spiritual side of life. urging closer contact with God and an active church.

It was a splendid message which contained encouragement and the urge for sound progress along the three phases of life, economic, moral and spiritual.

Postwar Incentive

With the airing of many postwar rehabilitation recommendations, it becomes increasingly evident that there is a certain unanimity of belief among our various economic camps.

In the confused aftermath of any such mass conflagration there are bound to be difference in judgment concerning the disposition of government-owned properties and materials, the wholesale creation of jobs, payment of the war debt, and other major considerations.

But, it is encouraging to note the consensus of opinion concerning the need not for a "stop-gap" or "made work" program, but a release of the economic forces that will correct the many dislocations of war if allowed to function at maximum efficiency.

At a recent meeting of the executive council of the American Federation of Labor a recommendation was made that the War Production Board "be directed to be-

the three weeks covered by the campaign, of which the goal has been set at \$15,000.= 000.000.

There is a very good reason for this emphasis. As the Treasury points out in its bulletin announcing the purpose of the drive: "The banks could provide the money. But borrowing from the bands all the money we need would make new dollars, would increase the amount of money in circulation, would lay the basis for an increase in prices of everything you buy, would in short create a dangerous inflationary situation."

The danger of a runaway inflation is reflected alike in the huge volume of money MISSING PERSONSin circulation and by the largest bank deposit total in history. The national"income is running currently at the rate of \$150,000,000,000 a year, more than double incident air, water, or climate the income in the immediate pre-war pe-ion and on and on. riod and more than three times as great as it was at the depth of the depression. Yet, was present for the 100th birth-there is only about \$85,000,000,000 worth day party for the agile Mr. Luther of civilian goods to buy at present prices, while the purchasing power of the public is still increasing. Unless the excess purchasing power is invested in War Bonds to close the "inflationary gap" the prices of everything will be bid up, just as in an auction where there is competition for a

limited supply of scarce goods. Recent Department of Commerce figures show that much of the increase in national income has gone to war workers. persons on government payrolls, farmers and farm operators. Obviously those whose income has increased greatly as a result of war expenditures are in better there'll be "something to cuss position to buy more War Bonds than those about; ; whose income has remained fixed while living costs have been going up. But it is to the interest of every individual to help prevent inflation by converting as high a proportion of savings as possible into War Bonds, the safest investment in the world today—an investment in victory as well as in personal security during the post-war period of readjust:nent when the Bonds about. can be cashed in or allowed to accumulate interest.

The drive will be a test of whether the American people are willing to finance the costs of the war through voluntary investment of funds they cannot spend. It is a challenge to the patriotism and foresight that order of every individual American. It must not chaos, and that was an architec-

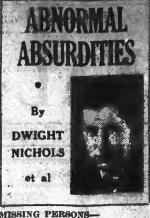
Advertising your business builds it un. and adds to it; and advertising your troubles has a like effect.

Borrowed Comment

IT'S NOT THE CUSTOMER WHO PAYS

(Statesville Landmark) Capable advertising authorities are agreed that it is not "the customer who clining position. Sausages depend pays for the advertising", as some declare. for creation on human being or but they hold that it is the non-advertising merchant who foots the bill for the adver- ble mother nature. In case of tising merchant's advertising.

And here is the way they arrive at their tached to other sausage; banana conclusion: While the merchant who con- one end to stem and opposite tertracts for the advertising, formally issues mination entirely loose. a check in payment therefor, the increas-ed business that is his because of his fore-sage often undecided."--Ex. sight and aggressiveness, comes mainly FIRST LETTER HOMEfrom trade drawn from the non-adver- I can't tell when I started, tiser. Simple and plausible formula, isn't Or how, or when from where; it? But it becomes tragic to him who by The only thing I'm certain of I'm sure as h— not there.



We regret having missed the 100th birthday celebration for J.

E. Luther at Deep Gap Friday. There is something about that

It seems that about everybody

were not there we were out looking for him. After looking at a number of places we found that Mr. Luther's father was not present because his grandfather had taken him out on a hunting trip.

THE WAY OF THE WORLD-As long as there are nations there'll be something to scrap As long as there is baseball

there's be something to clap about; As long as there are women

about:

there'll be something to fuss about: -Reported. As long as there is government

As long as there are taxes

there'll be something to weep about; As long as there are sermons there'll be something to sleep

about; As long as there are neighbors

there'll be something to talk about: As long as there is weather there'll be something to squawk

MADE FIRST MESS-

A surgeon, an architect and a bureaucrat were arguing as to whose profession was the oldest: Surgeon-Eve was made from Adam's rib, and that surely was a surgical operation. Architest-Maybe, but prior to was created out of

ural job. Bureaucrat - But, somebody

nust have created the chaos! ESSAY ON BANANA-

The following essay on the bunana, written in English by a

The banana are great remarkable fruit. He are constructed in the same achitectural style as sausage, difference being skin of sausage are hubitually consumed. while it is not advisable to eat wrapping of banana. The banana are held aloft while consuming: sausages are usually left in a restuffing machine, while banana are Pristine Products of honorasausage, both conclusion are at-

Singing Is Held At OBITUA Little Rock Church Katherine Elledge

1943.

- Anight

Earp

Little Rock Baptist church Little Rock Baptist church wis the song lover spinsched by the Sonthide Singin Liseda. tion, Ang. 29, at 11 o'clock. Pivet dent F. J. McDuffig, presiding, al-to led the devotional. Leader Fred Walsh led in congregational singing. The following singers topened the session: Little Rock. opened the session: Little Rock. (Home Chair); Tilley Sprinkle and the following trothers Quartet from near Statesville; Besver Creek choir; The Prospect Quartet of Wilkes and Alexander counties; The Sunshing Quarter of Hiddenite, and June Foster, soloist, of Beaver Creek.

A cduple of rounds brought the session to the noon hour when a daughter, born Tuesday, Aug. 81, tong table in the grove was soon loaded with chicken and every thing. Visitors from afar declar-

ed they had never enjoyed such a feast! New singers joining the afternoon program were the Vaughn Happy Four of Hickory; The Winialist at State College. ton-Salem Quartet, representing four religious demonstrations, and Finley German, soloist, of Lenoir. A cheerful, appreciative audience greeted each group

e**agerly**. The association was delighted to have an impromptu address by our road commissioner, V. D. Guire, of Lenoir, who spoke brief y in appreciation of good gospel singing and its influence in a war-

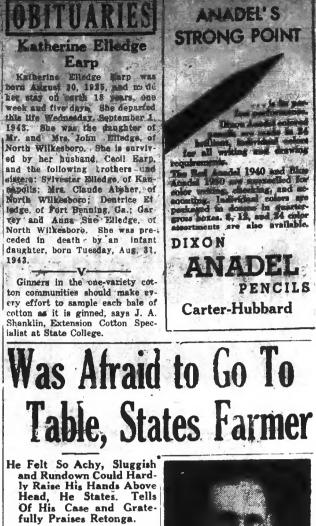
torn. world. The session adjourned to meet again the fifth Sunday in October at Beiver Creek Baptist church.

Union Grove R-2

News of Interest laily coming forward to tell of their happy relief through Reton-A large crowd of friends and elatives gathered at the home of Mr. J. P. Nicholson, Sunday, to help him celebrate his birthday with a bountiful dinner. Mr. Nicholson is 84 years of age and is in his usual health. After dinner the crowd was entertained by singing by the New Prospect quartet. The occasion was enjoyed by everyone and we wish for him

many more happy birthdays. Mr. and Mrs. Norman Heintz and infant son, Stephen Brady, of Baltimore, Md., visited Mrs. Heintz's parents, Mr. and Mrs W. I. Lunsford, last week. Mr. and Mrs. Heintz were accompanied here by Mrs. Heintz's sister, Mrs. Leslie Tempioton, who has been visiting in Baltimore.

Panamanian boy:



ga. Among the latest is Mr. R. G. Cavney, owner of his own home and hog and poultry farm, near Schoolfield, Va., who declares:

"For about a year everything I ate seemed to hurt me with indi-

Well known men and women are

"Retonga relieved all this disgestion until I was actually afraid to go to the table. Gassy bloat- tress so promptly I hardly realized ing made me feel I couldn't get what was happening. I eat heartmy breath and my head often ily now. I don't have to take ached as if it would split. My harsh laxatives, and the pains in nerves felt jumpy, and I felt achy my arms and muscles are relieved. and full of toxic wastes. It was I can't say enough for Retonga". painful to raise my hands above Retonga is for the relief of dismy head and I got so I couldn't tress due to insufficient flow of give my poultry and hogs proper gastric juices in the stomach, con-stipation. I had to take strong sipation, and Vitamin B-1 defi-laxatives regularly and spent mon-tonga may be obtained in North wikesboro at HORTON'S Drug give up.

MR. R. G. CAVNEY



tion of the Jefferson and North Wilkesboro Highway and the Blue Ridge Parkway, and at

Glendale Springs

gin plans now for reconversion, industry by industry and plant by plant so that we can all be set for action the moment the war ends.

In the revitalization of industry for peace. the first step, the Council maintained, "is to make advance plans for rapid conversion from a wartime to a peacetime basis.

"The second major step must be the encouragement of capital investment and industrial expansion for peacetime production. The Council believes that the government should not only permit, but stimulate opportunities to make a reasonable and fair profit for firms that are willing to increase production and employment. Furthermore, these business firms must be given assurance that they will not be taxed to death".

In the long run, the best incentive for bigger and better business under our free enterprise system is a chance to make a profit. No better way can be found to promote confidence and stimulate business activity. __V

Third War Loan Drive

Aside from having the largest goal of any government financing in history, the Third War Loan drive which opened Sept. 9 represents a challenge to every individas American. Unlike the first two drives, the emphasis will be entirely on individual and institutional subscriptions. Bank subscriptions will not be accepted in merchant and the customer.

this process of reasoning, ultimately pays I can't tell how I traveledthe bill.

Some merchants proceed on the theory By foot. or car or thin; Of if I suiled the ocean blue, that advertising is an unnecessary expense Or took a transport plane. that must be added to the selling price of I can't say when we landed-

the merchandise, and they make it conven-ient to tell the customer just that. Yet in or if I mention where or if I mention where or when increasing numbers and increasing volume, I'd face a firing squad. the buyers continue to patronize the mer-

I cannot mention weather, chant who considers advertising not as an That also is taboo. I cannot say it rained or snowedexpense but an investment.

No better proof of that last is needed, We had a heavy dew.

than the fact that the merchant who i can't say, what I'm doing now, spends two per cent of his gross sales on the spot I'm at. advertising, shows a less percentage of I don't dare mention one d--n thing, profit than his neighbor who spends three And that's the end of that. and a half per cent. For restricted volume means restricted turnover, and the two add The next time I'm writing home,

up to restricted profits. Carrying the To just address an envelope analysis a little further, restricted profits And insert a piege of paper! also mean restricted service. And right there is where the customer comes into the Sells Favorite Team picture.

For if the merchant with small volume would keep head above water, he must maintain price levels at all times. Because his turnover is curtailed, his shelves carry merchandise that is undesirable, and as undesirably priced. To this slow turnover then must be charged the fact that customers are attracted away by competitors who offer fresher merchandise and newer styles. Therefore he is the one who pays for the advertising his competitors invest in. In the end it definitely affects both the in. In the end it definitely affects both the BUY MORE WAR BONDS

Of Mules to Army; Meets Them Where? Dunlap, Kas.-Soldiers are findng this a small world, often meeting old friends at very unexpected times and places.

Pfc. Ralph Hayes, a farmer, old his favorite team of mules old last February 3 just before he en-tered the army. The other day ou Guadalcanal he heard, a familiar

In Ashe and Wilkes Counties, N. C. TELEPHONE AND ELECTRICITY If you want a nice summer home or some good farming land, attend the



