

### Ford Reduces Price Of Cars

Detroit, April 3.—The Ford Motor company fell in line today with a downward price trend in the auto industry and announced reductions from \$12 to \$120 in Ford, Lincoln and Mercury cars.

The reductions attributed to "increased availability of materials and the small decrease in prices of some materials" are effective tomorrow.

Ford car list prices are dropped from \$12 to \$30; Mercurys from \$30 to \$120, and all Lincoln and Lincoln Cosmopolitan models are reduced \$100.

Certain truck models are reduced \$10 to \$40.

Ford's price cut is the fourth in the auto industry in less than six weeks and leaves only Chrysler corporation of the "big three" without any recent price reductions. Chrysler raised prices on its 1949 models introduced in February and March.

Announcing the price cuts, the Ford company said in a statement: "It always has been the policy of the Ford motor company to keep prices just as low as costs will allow."

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### Business Census Will Begin Soon

Statesville. — Preliminary arrangements for launching the national Census of Business in this District, which includes Wilkes county and 11 other counties in this area, are underway this week according to Harry B. Moore, district supervisor of the Bureau of the Census which is located in the city hall in Statesville.

The business census, not to be confused with the general population census to be taken later, is scheduled to begin early in April, according to the latest word from Washington, Mr. Moore stated. Approximately 4,500 census takers in 300 district offices throughout the United States will report on the 1948 business operations of an estimated 3,000,000 retail, wholesale and service trade establishments in the country.

Information on sales volumes, payrolls, principal merchandise lines, and other basic items about the county's distributive system will be collected for the first time in nearly a decade. The most

### Salisbury Girl Is Fatally Shot

Salisbury, April 4. Funeral services will be conducted at Rowan Mills Baptist church here at 4 p. m. Tuesday for Evelyn Allman, 19-year-old victim of an accidental shooting. The Salisbury girl, an employe of the Rowan Mills, was fatally shot at Hartsville, S. C., late Sunday evening by another girl. The two were among a group of young people in an automobile examining a pistol belonging to another member of the party and thought not to be loaded.

The bullet, fired while Miss Honeycutt was handling the weapon, entered the Allman girl's head.

Miss Allman was the daughter of the late A. A. Allman and Mrs. Stella Allman. Survivors, in addition to the mother include four brothers, Cecil Allman of the U. S. Navy, Lloyd Allman of Rowan Mills, and Donald and Wayne Allman of the home, and a sister, Sue, of the home.

### Mrs. Elsie Church Funeral On Tuesday

Funeral service was held on Tuesday at two p. m., at Mount Pleasant Baptist church for Mrs. Elsie Church, 88, resident of the Mount Pleasant community, who died Sunday. Rev. A. W. Eller and Rev. Mr. Caldwell conducted the service.

Mrs. Church leaves the following sons and daughters: Adolphus Church, Mrs. Albert Matherly, Mrs. Rosa Huffman, Albert Church, and Mrs. Albert Triplett, all of Purlear.

Sesame is an excellent oilseed-producing plant that will grow well in certain areas of the United States.

recent business census was conducted in 1940, covering activities in 1939. As a result of the new census, authoritative information on the number of trade and service establishments, classified by kinds of business groups, together with summary sales statistics, will become available for the entire nation. Manufacturers, wholesalers, retailers, and other business men interested in moving goods into final consumption without delay, will have a complete picture of the effects of population and income changes which have taken place since pre-war years. The district office in Statesville will be responsible for census work in the following counties: Alexander, Alleghany, Ashe, Caldwell, Catawba, Davis, Iredell, Rowan, Surry, Watauga, Wilkes and Yadkin. Make a Date Now with Better Living — Clean Up.

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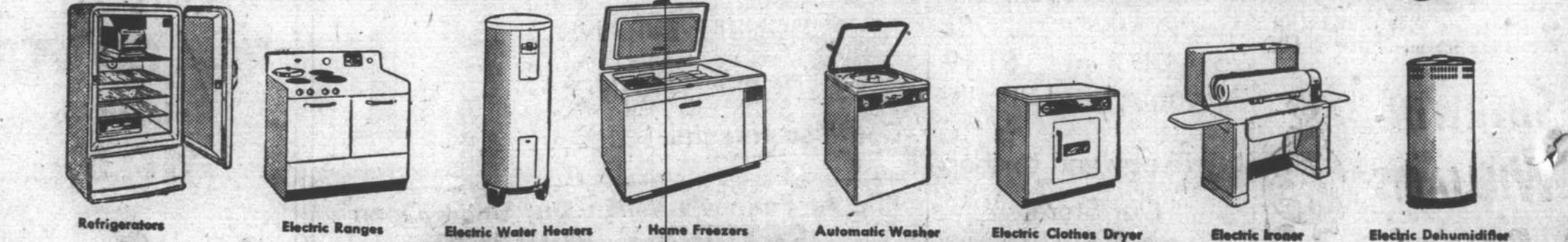
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