

Cheaper Than Eyes

Those utility companies that constantly and persistently seek through newspaper advertising and other channels to educate the public to an appreciation of the benefits of more and better lighting in the homes are rendering a humane social service of incalculable value even though there be nothing altruistic in their motive, but only a "good business" desire to expand the market for their product—electric current.

Robert Quillen, nationally popular paragrapher, put a whole bookful of truth and wisdom in a few words when he wrote, in effect, that some households are so economical in the use of light that in order to save 30 cents on the monthly bill they pay \$150 for

glasses for members of the family.

Keen utility men undoubtedly have some appreciation of the potential market for increased consumption of electricity in the vast percentage of poorly lighted homes. And yet one wonders if they realize fully the extent of the market that may possibly be developed if all householders who use electric current can be made to realize what years of poor light mean to the eyes of every reading member of the family.—Charlotte Observer.

The BULLETIN \$1.50 A Year.

SERVICE

at

Tryon Cafe

TAX NOTICE

A one per cent penalty will be added to all unpaid county taxes after Feb. 1, 1935. Please pay your taxes now and save this extra expense.

W. C. HAGUE

Tax Collector Polk County