

OPEN THE DOOR



CAN EASILY REDUCE HIGH LIVING COSTS

Prices Will Come Down When Everyone Puts Shoulder to Wheel and Increases Volume of Production.

"Past history has proved quite conclusively that you can no more legislate the cost of living up and down than you can stop the tide by building a sea wall," says Roger W. Babson, national expert in finance. "The basic economic law of supply and demand always has and always will determine prices," he declares. "In spite of artificial restrictions which may seem to interfere temporarily."

"When demand exceeds supply, prices are bound to rise. With three hungry men with one loaf of bread, but one thing can happen. When supply exceeds demand the reverse is true. Three loaves of bread to one man bring prices tumbling down."

"The real cause for the present high level prices is apparent when you realize that the United States is exporting at present twice the foodstuffs that it exported a year ago, and three to four times the amount exported in normal years. We are feeding Europe, what's more we must continue to feed Europe until it gets back on its own feet again."

"Their crop of 1919 will help some, but we must wait until the harvest of 1920 before they are wholly independent of this country. If the general public can be educated to an appreciation of the situation as it is, and can be made to see that the well-being of every one of us depends upon every man producing as he has never produced before, supply can be increased to meet and exceed this unprecedented demand and we shall weather the storm with everybody ahead. . . ."

"Under the circumstances, it is more of a religious question than an economic one. Maximum production on the part of every individual must be made a moral issue. . . . Decreased demand means depression, and employment and hard times for everybody. Increased production will meet the situation and solve the problem."

"But that can only be accomplished by every man putting his shoulder to the wheel, and producing as he never produced before. . . . When the majority of the people were made to feel that slavery was wrong, it was abolished. When the majority of the people were made to feel that drinking was wrong and were ashamed to be seen going into a saloon, we got prohibition."

"In the same way, when the people begin to look down on the man who is not a producer, or who curtails his production, we shall strike at the tap root of the cost of living problems. We must go on a 'producing campaign'."

The only road to independence—thriftiness and economy.

The power a man puts into saving measures the power of the man in everything he undertakes.

There are 1,440 minutes in every day. If you use five of them to buy War Savings Stamps, you still have 1,435 left for other things.

A quarter saved a day means \$91.25 in a year, or more than \$100 if put in War Savings Stamps.

Rain won't make crops grow unless seed is in the ground. Interest can't make War Savings Stamps grow unless your money is in them. Put your money in W. S. S.

STAMPS FOLLOWING FLAG AROUND WORLD

Thrift Campaign Goes On Wherever Old Glory Waves—Cheering News Comes From Faraway Constantinople.

Along with the men of the Navy, the War Savings Stamp is following the flag round the world. In the Mediterranean squadron, the government savings securities are as much a part of the battleships and cruisers that are aiding in straightening out the tangled affairs of Asia Minor as the ammunition hoists.

For American thrift has not stopped at home. The savings campaign organized by the Savings Division of the Treasury Department is being carried out by both officers and men through War Savings Societies, Thrift Stamps, War Savings Stamps and Treasury Savings Certificates.

A letter just received by the Savings Division from Captain David F. Boyd, commanding U. S. S. Olympia at Constantinople brings the information that the thrift campaign on that vessel has been placed in charge of Lieutenant H. K. Koebig. Captain Boyd gave assurance of the cooperation of himself and his men in the work.

PAID FOR FUNERAL

War Savings Stamps are as inevitable as death and taxes, and they benefit the dead as well as the living.

Recently John Kirkiras died in Dayton, Ohio. He left no relatives and two who sought to give him a proper burial were confronted with difficulty in financing the funeral. Kirkiras had died leaving no ready cash, and the solicitous friends were afraid that public charity would have to be charged with the burial expenses.

They discovered, however, that before he died the man had invested in about \$100 of War Savings Stamps. A trip to the Dayton postoffice and the observance of the necessary formalities enabled them to pay the undertaker's bill.

THE SOBERING BUNDLE

When you have a bush of boodle in the bank just up the pike, you'll stand for Yankee Doodle, law and order and the like. Then no creed of devastation, such as Russian outlaws shriek, will receive your confirmation—you'll denounce it like a streak. When a man is broke and busted, with no package laid away, he is evermore disgusted with the laws we all obey. He would see our courts all leveled, and the judges on the rack, and the plutocrats bedeviled till they gave up all their stock. He would see all things upended, justice he would render mute; then his chances would be splendid to accumulate some loot. I have seen some agitators stirring up the people's souls, and they all wore cast-off garters and their pants were full of holes. And they said their chains were clanking as they damned the plutocrat; if they'd only do some banking they would soon get over that. I have heard the spicers thriffler putting up their weary song; I have heard the weak and shiftless saying everything is wrong. But the man who saves his money thinks the Russian creed absurd, and he thinks it beastly funny that so many yappers are heard.

Dennison's Christmas Goods

Last year we had so many calls for Christmas Labels, Seals and Tags that we decided to add these to our stationery department this year. This we have done and we believe you will find just what you want in our varied stock. We have already received a large part of our Christmas goods from Dennison and have in stock

- Decorated Crepe Paper
 - Decorated Crepe Paper Napkins
 - Decorated Luncheon Sets
 - Streamers and Festoons
 - Labels
 - Tags
 - Seals
 - Mica Snow
- and expect our Gift Boxes any day

The Word Dennison Means the Best
Buy Early - This Will Avoid Disappointments

Herald Publishing Company
Roanoke Rapids, N. C.

A Monument to Carelessness Over the Grave of a Home

NOT your home. You have been lucky—never had a fire. But luck is a fickle thing. Don't stake your property on it! Insure. Insure to the limit. Remember your property value has almost doubled.

Having insured—be careful. Care is as necessary as insurance.

The Hartford Fire Insurance Company have experts to advise you on fire prevention—a free service to be had through this agency.

National Loan & Insurance Co.

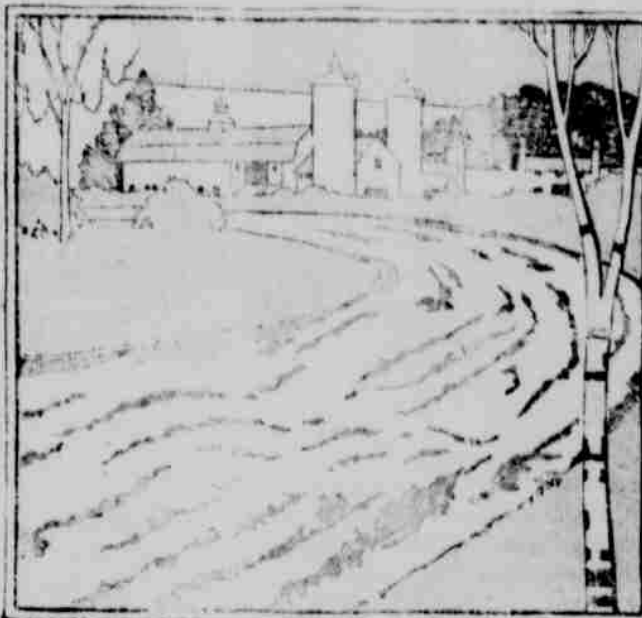
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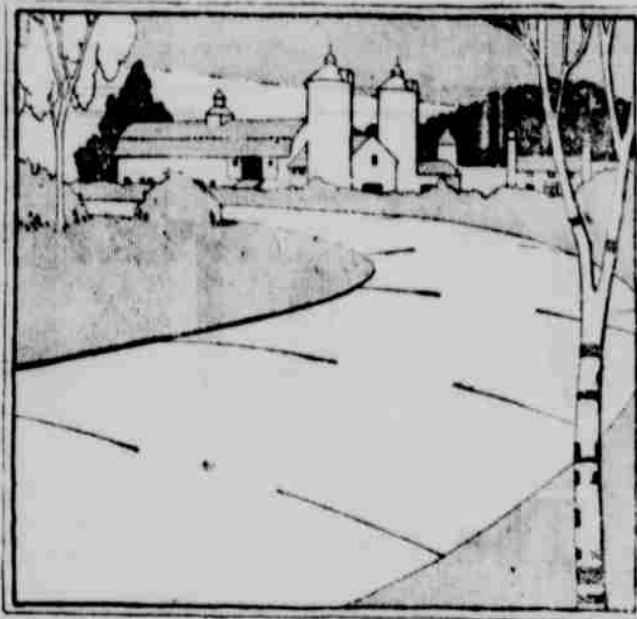


FIRST NATIONAL BANK BUILDING

Fire - Life - Accident - Health - Automobile - Hail
Tornado - Plate Glass - Boiler - Burglary - Liability



As It Is



As It Seems

The Road—In New Overland 4 on Three-Point Cantilever Springs

YOU expect a bad road to ride as it looks. It did, until the introduction of the Overland 4 Springbase.

Overland 4 does not change the road, but it does change the manner in which you can ride on it. It gives you comfort instead of dis-comfort. It gives you a smooth, sailing sensation instead of bouncing and swaying.

The Diagonal attachment of Three-Point Cantilever Springs at the ends of a 120-inch Springbase gives long wheel base road steadiness. Yet Overland 4 retains all the advantages—lightness, economy, and ease of handling, of 100-inch wheelbase.

This means an altogether new standard of riding comfort, a noteworthy reduction in the wear and tear which lessens the efficiency of a car. The new springs give longer life to every part and thus minimize upkeep and replacement costs.

Tires wear longer because cushioned against hammering blows. Light weight means marked economy in gas, oil and running expense.

Overland 4's equipment is complete from Auto-Lite Starting and Lighting to Demountable Rims.

Come in and see this remarkable car. Ask for booklet. Overland 4 Touring, \$845; Roadster, \$845; Coupe, \$1325; Sedan, \$1375. Prices f. o. b. Toledo.



W. F. JOYNER MOTOR COMPANY

E. B. GLOVER FURNITURE AND UNDERTAKING LICENSED EMBALMER

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