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Party confuses the issue by saying "it is quite unrealistic to talk of general nationalization of wholesaling and retailing." However, anyone with even the faintest knowledge of the socialist ideology knows that once government moves in on enterprise, it is just a matter of time before it swallows it completely.

In this country, significantly, we have achieved a degree of efficiency and economy and good service in retailing that is unknown abroad. We haven't done it by government action. It is the result of free, competitive enterprise. We have chain stores, independent stores, variety stores, specialty shops — every conceivable kind of retail outlet. All of them are trying to reduce prices, to improve qualities, and to do the other things that serve and attract consumers. And the public reaps the benefits.

Retailing is one of the best arguments that free enterprise has.



BAPTIST SUNDAY SCHOOL MEETING TO BE HELD AUGUST 14

The regular monthly meeting of the Tuckasee Baptist Sunday School Association will be held Sunday, August 14 at 2:30 o'clock, with the Jarrett Memorial Baptist church at Dillsboro. Music will be rendered by the local choir. The Devotional will be led by Superintendent Ralph Parnell. A report on the work of the various Daily Vacation Bible Schools will be given by Miss Pauline Snelson, Associational Missionary. Special music by the Youth Choir of Lovedale church.

The topic for discussion will be "Importance of Weekly Teachers Meetings", led by Roy Reed.

The Scotts Creek church will put on a demonstration of how to conduct and direct a weekly teachers meeting.

The Sunday School lesson will be taught by Vernon Cope, Superintendent of Jackson County public schools, and the closing prayer will be by Rev. Wayne Deitz, pastor of Jarrett Memorial church.

Mr. and Mrs. H. Hal Brown, of Asheville, spent the past week-end with Mrs. Brown's parents, Mr. and Mrs. W. G. Womack at their home in Sylva.

Library News Notes

Hours 11:00 - 5:00 - Phone 201-J

The following helpful reference books have recently been received by the library:

"The Hunter's Encyclopedia," This is a reference work on North American game and hunting which furnishes the answer for every hunting question from rabbit to bear, also shooting techniques, and dog training.

"Drake's Housholders' Cyclopedic," notes on construction, installation, maintenance and repair of homes.

"Lincoln Library of Essential Information," 18th edition, 1949. The latest edition of the standard reference book.

"The Discriminating Hostess," menus and recipes for specialty dishes suitable for entertaining, designed to make you a "discriminating hostess."

"Complete Book of Showers and Engagement Parties," giving the how-to and suggestions for distinctive showers and parties for the girl who is to be married.

The non-fiction shelf has just received the following:

"The Trail Led North," by Martha McKeown, tales of the early days in the Northwest.

"The Incredible Crosby", by Barry Ulanov, the inside dope on Bing Crosby and why and how he has won the hearts of America and the world.

"The Loved One"

In the opening pages of Evelyn Waugh's novel, "The Loved One," the author has printed a note which he calls "A Warning," which begins as follows: "This is purely fanciful tale, a little nightmare produced by the unaccustomed high living of a brief visit to Hollywood... This is a nightmare and in part, perhaps, somewhat gruesome. The squeamish should return their copies to the library or the bookstore unread." It certainly is a nightmare, a deliriously funny one.

A Spider In The Paper

Many years ago Mark Twain was editor of a small-town newspaper. A reader wrote in saying that he had found a spider in his paper, and wanted to know if that was an omen of good or back luck. Mark Twain answered: "Finding a spider in your newspaper is neither good nor bad luck. The spider was merely looking over our paper to see which merchant was not advertising so he could go to that store, spin his web across the door and lead a life of undisturbed peace ever afterward."

Retailing has come a long way since those days, and the art of advertising has undergone great development. And advertising, by stores or any other kind of business, is a typical outgrowth of the competitive system. It is the best possible means of reaching the people who want goods and services, of urging the merits of one brand as against another, and of encouraging the consumer to go to some particular retail outlet. That it benefits the consumer goes without saying. No storekeeper could long charge an excessive price with competitors offering in print the same or an equivalent product at a lower price. And deceptive advertising always defeats its own purpose. The wise merchant advertises aggressively, but he bases his story on appeal, not fiction.

The growth of the chain systems did much to encourage retail advertising. The chains advertised their merits in the search for trade — and the independents did the same thing in order to hold and to expand their own business. This was good for all concerned — consumers, stores, and newspapers.

Salesmanship is a driving force in keeping the American economy running. Advertising is the heart of it.

Good Argument

The British Labor Government is interested in reducing the price of goods to consumers, according to a recent Party bulletin. It wants to see that the cost of production and distribution is cut, and that gains in productive efficiency are not lost in high distribution costs.

To achieve this goal, it promises to provide more modern retail stores. Further, it plans to extend the power of the government over the marketing machine, particularly in the food field. Government purchasing will be utilized to supply small retailers, as well as nationalized industries.

Elsewhere in the announcement, the

Inside Washington

WASHINGTON — Best Capitol Hill opinion is that the congressional investigation of the B-36 will disclose no major scandals but may greatly affect the national defense.

The probe will be conducted by the House armed services committee which has been directed by the House to make a searching inquiry into the controversy surrounding the Air Force's giant six-engine bomber.

Charges of irregularities in purchase have involved such prominent names as Defense Secretary Louis Johnson and Air Force Secretary Stuart Symington, but there is nothing to indicate that these men acted in other than forthright manner.

However, the Air Force concept of warfare, its great reliance upon strategic bombing, its belief that war in the air belongs solely to USAF — no part to the Navy — will undergo severe scrutiny by the committee.

If the committee rejects the Air Force thesis then the entire concept of warfare by American military forces may have to be changed.

NO TV CHANGES — No extensive expansion of the nation's television stations or facilities can be expected for a long time — possibly three years — despite the government's recent proposals to broaden the TV field.

In the first place the government's plans are just proposals — nothing more. A public hearing will be held late in August at which industry officials will be heard to determine if the proposals are practicable.

Secondly, putting the program into effect would make obsolete all the television sets being used unless they are modified.

Thirdly, the Federal Communications Commission's plans for making available 42 new television channels by using the ultra-high frequency band along with the present very high frequency has to be tested extensively.

Eventually the government in co-operation with the television industry may achieve its ambitious goal of bringing television to nearly 2,000 cities and communities, but it will take time.

Television for everyone is not around the corner — it is years away.

The Everyday Counsellor

By REV. HERBERT SPAUGH, D. D.

"Are you all in a hurry inside?" That describes the condition of many of us. A correspondent writes that he saw this question printed in bold red letters on the menu in a well-known Southern hotel.

An octogenarian of keen mind, he writes that back in the 1880's the same thought was expressed in these words, "Impatience dries the blood faster than age or sorrow." He adds this comment of his own, "It probably did then and does now."

Call it what you will either impatience or "inside hurry" it throws our whole program of living out of balance. We hear much about tension today, and I am meeting it on every hand: in letters from troubled readers, and from those who come to our office for diagnosis and treatment.

Dr. Henry Link in his book, "The Rediscovery of Man" which appears in digest form in the August issue of "Your Life" says, "At the bottom of most fears both mild and severe will be found an overactive mind due to an underactive body: too much energy churning the higher brain centers in vicious circles, not enough energy driving the arms and legs and hands in useful work or play."

He then relates the case of a young man who came to him suffering from insomnia and the fear

of not being able to go to sleep. He went to bed later and later but couldn't sleep. "He gave a long and technical description of how this fear had come about. The real causes could have been stated in one sentence: too much thinking, reading, and talking, and not enough work and play with other people."

He wanted some prescription for relaxation. The doctor said, "Join a club of gymnasium and get into some regular competitive games. You do not need relaxation; you need exertion. You put too much of your physical energy into thinking and imagining things. If you will run around the block you will have used some of those energies through your lower brain centers, that part which drives the body and the legs. If you run hard enough and often enough you will automatically relax. You have thought yourself into this fear with your mind; you can run yourself out of it with your legs." The young man took the prescription and it worked.

Dr. Link has put his finger on a lot of our "inside hurry" troubles. If we transfer some of that energy into outside physical activity according to age and station, then tension will come down. Then try reading a Psalm each day followed by reading from the New Testament starting with St. John. Follow it up with prayer. Prayer and physical work is what most of us need. Try it for yourself.

Webster News

Mr. Olivene T. Cowan, principal of the Webster school, has made known some of the plans for the school year which opens August 25. Mr. Cowan states that an enlarged athletic program will be sponsored with Mr. Alvin Fullbright as coach. At present a softball field for girls is under construction on the campus. Mr. Fullbright hopes to pick a basketball team that will be eligible to enter the Smoky Mountain conference.

The Parent-Teacher Association is going forward with an improvement program which includes painting of the kitchen and lunch room and supplying new equipment. Plastic plates will be bought for the dining room.

Manual arts will be disbanded due to lack of space and inadequate equipment but a class in physics will be added.

Mr. Austin Wilson, who has directed Daily Vacation Bible schools throughout the Webster Methodist circuit and other Methodist churches during the past two months, will begin a school at the Wesleyanna Methodist church Monday, August 15th. Mr. Wilson is a student at Duke University.

The Training Union department of the Webster Baptist church will have a social at the church Friday evening at 8:00 o'clock. Following a devotional service at which time Mr. Carl Corbin, associational director, will make a short talk, games will be played on the church lawn. The final feature will be a watermelon feast.

Relatives of Mr. Jim Keemer of Chattanooga, Tenn. received word last week that he had been admitted to a Chattanooga hospital for surgery.

Mrs. Mable Smith of Winston-Salem came up last Thursday for a few days with her daughter-in-law, Mrs. Geneva Smith. Mr. and Mrs. Clyde Phillips and two children, Mrs. Allie York and Miss Naomi Phillips also of Winston-Salem, drove up for the week-end, and Mrs. Smith returned with

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Fourth Quarterly Conference At Loves Chapel

The fourth Quarterly Conference of the Webster Circuit will be held at the Loves Chapel Methodist church tonight (Thursday) at 7:30 o'clock.

Dr. C. N. Clark, District Supt., will bring the evening message preceding the business. All officers and members are urged to attend the meeting.

In New York To Buy New Merchandise

Sol Schulman is expected to return to Sylva today after having spent the past few days in New York markets buying fall and winter merchandise for Schulman's Department Store, of which he is owner, in Sylva.

Special Services At Churches Sunday

There will be special worship services in the following Methodist churches Sunday with the Rev. Austin Wilson in charge: Webster at 10:00 a.m., Loves Chapel at 11:00 a.m., and Wesleyans at 8:00 p.m.

Yellow Mountain B.T.U. Enjoys Trip To B.T.U.s

Eighty-two members of the Yellow Mountain Baptist Training Union enjoyed a picnic in the Smoky Mountains last Saturday, August 6.

The group went in trucks, and a lot of excitement was created when they saw several bears. After arriving at the picnic ground, Mr. Hayes Stewart, adult president, read for the devotional the ninety-second Psalm. Following this Mr. Lambert Moss led in prayer.

The picnic was planned by Mrs. Clyde Bumgarner, adult social leader.

Mrs. Frank Henson is B.T.U. director.

Members To Decorate Cemetery At Addie

Decoration day at the Addie cemetery will be held on Saturday, August 20, it was announced Sunday.

All persons from surrounding communities who have relatives buried there are invited to bring their tools and help with the cleaning-off activities.

BIBLE SCHOOL FOR CULLOWHEE CHURCH TO START MONDAY

Rev. R. T. Houts, Jr., pastor of the Cullowhee Methodist church, has announced that the Daily Vacation Bible School for the church will begin at 9:30 Monday, August 15 and continue each morning thru Saturday, August 20th from 9:30 a.m. to 11:30 a.m.

Mr. Houts will act as principal and assisting him will be Mrs. Charles Bird, Miss Elizabeth Ann Hunter, Mrs. Lewis Smith, Miss Dorothy Dodson and Miss Jean Moody.

Children throughout the community, ages 4 through 14, are urged to attend.

Bob Hawk, nationally known radio quiz master, will appear on the Farm and Home Week program at State College, Thursday evening, August 11. Farm men and women attending will compete for valuable prizes, including a tractor and deep freezers.