

My Favorite Stories

By CARL GOERCH

If he doesn't pay me something on account next Saturday, I'm going to quit and see my lawyer about the matter."

"You don't say!"
"Yes, I do say! And that ain't all. He owes money to practically everybody in Durham. Why, it's got so that none of the stores will give him any credit. They wouldn't trust him for a pair of shoe-laces. And something else, there's no telling how many sets of books he has in his house right now, and all he ever did was to make the first payment on them. He knows all the tricks of law, and once he got hold of your books, you wouldn't get your money and you wouldn't get your books back either."

"Well, my friend," said the agent, "I'm certainly glad that you told me these things. I had no idea that he was that kind of a man and I don't believe I want to see Mr. Mordecai after all."

"You sure don't; not if you know what's good for you and your company. I'm glad you spoke to me about the matter, because I believe I've saved you a lot of trouble."

"Thank you very much for telling me. Well, I'll be moving along now."

The agent walked on up the street to make his next call and the Dean, with an expression of amiable contentment and satisfaction upon his countenance, went back to raking leaves, and Pompey-Ducklegs resumed his tobacco chewing.

Cranberry Pie Served A La Laboratory

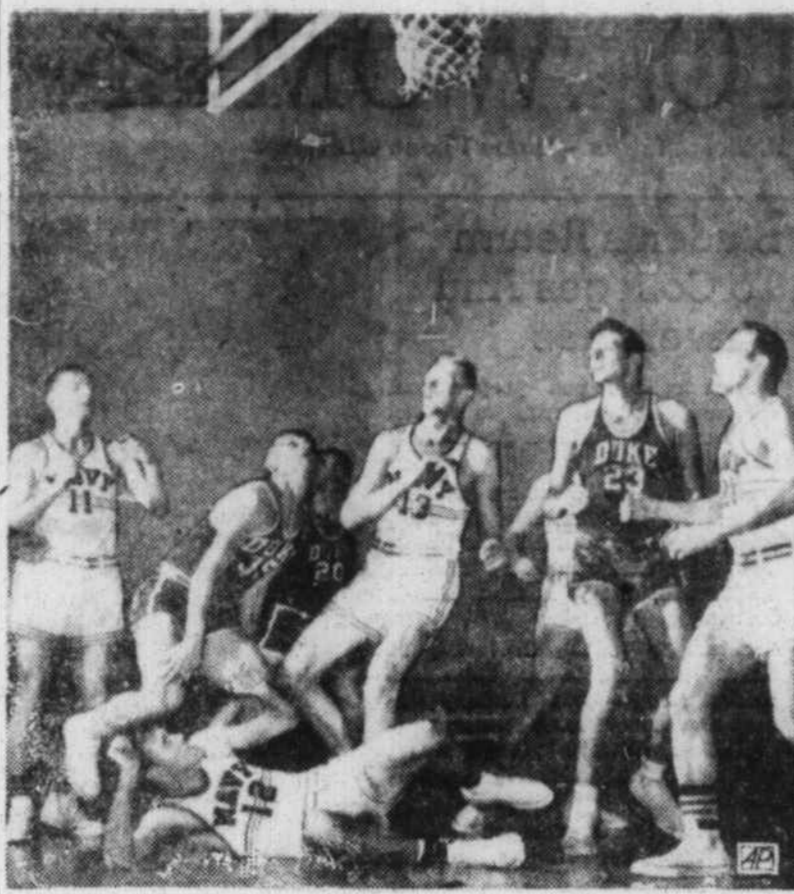
Just before the Health Department closed its offices for the New Year's holiday, medical technologist Rehekkah Murray served cranberry pie to several members of the department.

The pie was served in Petrie dishes (used in laboratory to grow bacteriological cultures) and was eaten with wooden tongue depressors.

Conn. Smokes Most

HARTFORD, Conn. (AP)—State tax records show Connecticut to have had the nation's highest per capita cigarette consumption during 1952. Taxable sales for the year amounted to 3,775 cigarettes, or a fraction more than 188 packages, for every person over 15 years old.

If your family enjoys unusually tender fried chicken, cut the bird into serving portions and then steam it until tender. Now dip it into any preferred batter and fry in deep fat until golden-brown.



ALL EYES ON THE BALL—All eyes stare at the ball as a Duke shot sinks through the basket in the championship game with Navy in the Dixie Classic basketball tournament at Raleigh. Duke dumped Navy from the unbeaten ranks 98-83 to win the fifth annual tourney. Players for Navy are E. J. Hogan (11), Donald Lance (13), Kenneth McCally (21), and Lawrence Wigley (12), on floor. Duke players are Ronnie Mayer (35), Bernie Janicki (20), and Marty Doherty (23). (AP-Wirephoto).

Stock Mart Bounces Back After Slump In September

By SAM DAWSON
AP Newsfeatures

NEW YORK—Consumers are sitting pretty as they enter the New year. There's plenty of almost everything to choose from—meaning the buyer is the top dog now, and the seller will be courting him.

The worst of inflation seems over. Incomes hold near the peak. Consumers reportedly have hefty savings totals on which to draw. Credit is easier again, too, if you need it to buy gadgets.

True, prices are high by prewar standards. Add in everything that goes to make up the average American's standard of living, and costs tot up to an all-time high. Prices of goods, where labor and transportation costs play a major part, continue high and some still creep upward.

But prices of most basic commodities are well down from their peak, bespeaking a buyer's market with surpluses replacing shortages.

And American industry has the

capacity to produce more goods than it is turning out at present—whenever the consumer indicates he wants, or can afford, more.

The coming year is likely to see two other developments that will benefit the consumer:

1. New products are being readied by companies out to capture his fancy and increase their share of his spending dollar.

2. Business managements are working hard on ways to cut their costs. Their aim is to get into a better competitive position in the fight for sales. The consumer will likely profit by lower prices and various types of trade concessions and discounts.

That all adds up to; consumers will have new or better products to choose from, and the main pull will be toward lower prices or at least better quality.

Food, the industry says, has a trend toward a levelling off of prices after the very slight decline in 1953. Hefty meat supplies in 1953 led to less painful butcher bills, but that industry thinks in 1954 less meat will go to market and prices will hold pretty firm.

Clothing prices are down from the Korean War inflation peak. They were expected to rise a little, but the long Indian summer deflated sales hopes and the stores may have holdover stocks. Clothing manufacturers have higher labor costs now than a year ago, and some are beginning to worry about the chances of passing all of these higher costs along to the consumer. Shoemakers are in much the same boat. Right now they're predicting that shoe prices won't change much next year.

Auto makers exude confidence, both on the number of cars they can sell in 1954 and on the chances of prices being maintained. But dealers aren't so sure. Some are puffing as they try to move hold-over stocks to make room for the oncoming 1954 models. Competition is going to be sharper than ever next year, especially in the lower priced field. Buyers who shopped around in 1953 and picked up attractive bargains in trade-in or other allowances will likely find the pickings as good or better in 1954.

New homes may cost a little more to build. Labor costs play an important role, offsetting lower material costs in some instances. But older homes, which began to ease in price during 1953, are likely to be slower selling in 1954. Bargains should begin to show up here.

Fuel costs have been going up because operating costs were higher. But big supplies, and growing competition among coal, oil and gas should give the consumer a break in his fuel bill.

Home appliances are in good supply. In fact, production in several lines was cut back in 1953, and competing companies are going to try every sales angle to catch customers in 1954. Dealers may be tempting you with bargains before long.

Furniture sales and prices are down from the peak. Manufacturers are working their designers overtime to think up new lines to capture your fancy. Costs are hard to lower, but easier credit terms may be offered.

Carpet makers fret at slow sales and price weakness. They've been in a buyer's market for some time.

And consumers may add still another string to their bow; more money to spend, due to the cut-back in income tax rates as the new year starts.

If you can just keep your income as high as ever, 1954 will be a good year for you as a shopper and consumer.

New TV Station In Greenville Seen Well Here

On January 1, WFBC-TV, most powerful station in the Western Carolinas, began operations on Channel 4, from its transmitter atop Paris Mountain near Greenville.

An NBC affiliate, WFBC-TV will serve more than 60 counties, with a population in excess of 3-million people in South Carolina, North Carolina, Georgia and Tennessee, with VHF television. Beginning operations with 100,000 watts power, maximum permitted by the Federal Communications Commission, the new station also has the highest antenna in the Western Carolinas—1204 feet above surrounding terrain, and more than 2200 feet above sea level—equal to that of stations which operate from the Empire State building, tallest in the world.

WFBC-TV offers its audience

top-flight NBC and other television shows and features, including "Howdy Doody", "Ford Theatre", "Kate Smith", "Camel News Caravan", "Groucho Marx", "Bob Conside", "Colgate Comedy Hour", "Original Amateur Hour", "Inner Sanctum", "Cavalcade of Sports", and a score of other programs that are national favorites.

With the initial transmission of its Channel 4 test pattern on December 26, WFBC-TV was swamped with telephone calls, telegrams, and letters complimenting General Manager B. T. Whitmire and the station's staff on the strength and clarity of the signal. Many calls came from such cities as Atlanta, Knoxville and Asheville, and from some points as much as 200 airline miles distant.

WFBC-TV began operations at 11:30 p.m. on New Year's Eve, December 31, and will be in operation each day thereafter from 12:30 p.m. until 11:15 p.m. The Channel 4 identification and test pattern will be transmitted each day from 11:30 a.m. to 12:30 p.m.

Want ads bring quick results.

SCOTT'S SCRAP BOOK

By R. J. SCOTT



Belk - Hudson's

JANUARY

Clearance Sale

JUST RECEIVED FOR OUR JANUARY SALES

10,000 Yds.

of Brand New

Piece Goods

Ginghams, Chambrays, Broadcloths, Prints And Many Other Beautiful Materials — Values To 69c Yard.

ON SALE FOR

39c YARD

CURTAINS

PERMANENT FINISH ORGANDY

All Colors

SPECIAL

\$1.50

SPECIAL PURCHASE!

GIRL'S

BLOUSES

Large Assortment of Patterns All Sizes — Values To \$2.98

\$1.00

JUST RECEIVED!

Large Turkish Cannon Bath

TOWELS

In Solids And Checks — First Quality — Regular 69c A Sensational Buy At

2 For \$1.00

SHOES!

SHOES!

SHOES

CLOSEOUT OF SOME STYLES

GROUP 1

LADIES' NATURAL BRIDGE

SHOES

Patents — Kids — C to A Widths — Reg. \$9.95

\$6.00

GROUP 2

LADIES' CASUAL

SHOES

Values To \$6.95

\$4.00

GROUP 3

MEN'S DRESS

SHOES

Values To \$10.95

\$5.00

Belk-Hudson

Belk's Home of Better Values

PAY YOUR 1953

TAXES NOW

AND AVOID PAYING

PENALTY

A PENALTY OF 1% WILL BE CHARGED

ON ALL 1953 TAXES THAT HAVE NOT

BEEN PAID BY FEBRUARY 1st, 1954

MILDRED BRYSON

TAX SUPERVISOR

HAYWOOD COUNTY