

FOOD... through the ages...

ALTHOUGH EGYPTIANS DINED AT INDIVIDUAL TABLES, THIS DID NOT INHIBIT CONVERSATION—OR BORES!

ROMANY GYPSY BOYS, AS WELL AS GIRLS, WERE TAUGHT TO COOK, ON THE THEORY THAT ALL MUST EAT.

IRELAND'S FAMOUS SAINT PATRICK (CIRCA 389 A.D.) EMPLOYED A FULL-TIME HOUSEHOLD BREWER TO SUPPLY HIS PEOPLE WITH GOOD BEER.

CHEKHOV, FAMOUS RUSSIAN WRITER, WARNED HIS GUESTS THAT CLEVERNESS AT DINNER RUINED THE APPETITE.

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350,000 workers scattered through a hundred plants. Not even his initials show on the Buick or Chrysler he helps produce. Sometimes a company's relationship with such a worker is distant and impersonal.

No Ceiling, Please
Unions, on the other hand, sometimes set standards on jobs and wages that permit little, if any outlet for individual competition. Rigid standards and codes that put limits on ability and productivity cast the individual into a mould from which only an exceptional few rise. To standardize human ability is a dangerous practice. Moreover, ceilings on individual productivity are based on the unsound theory of scarcity. In our nation's march of progress there can be no substitute for a constantly rising productivity.

Fortunately, in most of our industries there still is reward awaiting the great competitors, awaiting even the good competitors. Various forms of incentives for individual performances now are being offered. These are attracting the favorable attention of more and more sound-thinking union leaders and workers. And at Harding's Freedom Forums last year we heard several executives report on new employee relations programs that are bringing new understanding and warmer relationships into the labor-management picture.

Competition Under Fire
Yet, in some quarters there is a trend away from the competitive idea. Some of our political planners and social reformers want to fit American workers into moulds and set their capacity of production by standards and limits like a machine's. Their plea is that the individual's competitive spirit must be sacrificed for the good of the masses. This is absurd. No civilization in history ever has benefited by holding down productivity.

We got where we are today in America because our free enterprise system gives free rein to man's instinctive competitive spirit. It has been the wellspring of our progress. It gave us the atmosphere of competition that encouraged pint-sized Benny Scott to believe he could carry a punt 80 yards through 11 big Santa Ana tacklers at Pasadena and win the ball game for his Little Rock Trojans. If continued and encouraged, competitive enterprise will bring us all much higher standards of living.

Dr. H. W. Colwell

OPTOMETRIST
Eyes Examined, Glasses Fitted.
Next Door To Cavanaugh
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Permanent Office In
WALLACE, N. C.

win. They work hard in practice and play fiercely to win. It is this spirit of individual competition, moulded into team play, that has, above all else, been responsible for our success."

In Life Too

Yes, America turns out fine competitors on our athletic fields. Every season the great competitors win games. Is it that way on the field of life, the longer range game? How about the pursuit of economic comfort and security? I'm afraid we may be losing the spirit of individual competition in this vitally important arena, our workaday world. Consider labor-management relations, for instance. Both sides often fail to understand and make use of this spirit of individual competition which belongs to every American.

Management strives to find capital so it can build bigger and still bigger factories. Then batteries of huge machines and clanking assembly lines seem to dwarf the individual worker and smother his tiny flame of individual competition. An employee of a big automobile factory may be one of the

LOOKING AHEAD
by GEORGE S. BENSON
President—Harding College
Searcy, Arkansas

COMPETITION INSURES PROGRESS

Little Rock Junior College had quite a football team. Their Trojans were feted by proud townspeople the other day, after victory over California's Santa Ana Junior College in the Little Rose Bowl. The Trojan coach told hometowners their team wouldn't have won at Pasadena had not a bandy-legged little halfback named Benny Scott (125 pounds) been the greatest competitor on the field that day. To clinch a victory the little scabback wheeled 80 yards through the entire California team in one of the most sensational punt returns in the bowl's history.

Describing this and other thrills of the game their coach said: "Every one of our boys is a great competitor. All have splendid character and play cleanly. But they love to



It's a FAMILY AFFAIR



Mother doesn't distinguish between her children because one has red hair or another, blue eyes. She cherishes them all -- and knows that what they are is determined, not by what they look like, but by what is in their hearts.

So it is with all men. As children of God, all mankind is equal, one to another. As we attend church each Sabbath, let us heed the words of the minister of our faith . . . and let us pray for guidance, that we might learn to understand and love all our neighbors and fellow citizens . . . and teach our children the ways of truth and understanding. And let us resolve now, at the start of this New Year, to support our churches liberally, and attend them regularly. For it is through them -- and them alone, that we can find true peace.

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Attention To Citizens Of Kenansville And Duplin County

PROBABLY BY THIS TIME YOU HAVE HEARD REPORTS FROM SOME SOURCE OR ANOTHER ABOUT A NEW GROCERY AND MEAT MARKET THAT IS TO BE OPENED IN YOUR COUNTY SEAT SOON.

YES, THERE IS GOING TO BE ANOTHER STORE WHICH WILL FEATURE A COMPLETE LINE OF STAPLE AND FANCY GROCERIES AND MEATS FOR YOUR SHOPPING NEEDS.

THIS STORE WILL BE YORE STORE. YORESTORE'S PURPOSE WILL BE TO GIVE YOU BETTER GOODS AT LOWER PRICES. SELF-SERVICE WILL BE INSTALLED FOR YOUR CONVENIENCE.

YORE STORE WILL BE OWNED AND OPERATED BY HENRY WEST, JR., AND WILL BE LOCATED AT THE FORMER C. E. QUINN FURNITURE COMPANY STORE.

WATCH FOR FURTHER ANNOUNCEMENT AS TO THE OPENING DATE. YOUR PATRONAGE WILL BE GREATLY APPRECIATED.

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HENRY M. WEST, JR. Prop.

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