Editorial and Opinion

Significant Progress

Two events of vast significance to Orange County have occurred within its bounds within the past two weeks, both of which deserve the warm approval of all our people. Both events signify progress of a degree sufficient to win the notice and approbation of North Carolinians from Governor Scott down.

The reference, of course, is to the passage of the million and a quarter bond issues for schools and a new courthouse, and the dedication of the new $50,000 Schley Grange Hall. The story of these two events has been told and re-told and needs no retelling here. Both events are tremendous compliments to the citizens of our county and powerful evidences of the fact that Orange County is on the move in many fields. This newspaper congratulates all who had a part in either event, the passage of the bond issues or the winning of the National Grange Community Service contest and the subsequent completion of the model building.

"Trade-at-home" Boost

Christmas opening events in Orange County this year were more successful than ever before and large crowds attended openings in Hillsboro, Chapel Hill and Garrboro. The parades and community sing programs showed evidence of successful planning and those responsible deserve the appreciation of all members of the business communities of the three towns, There is little doubt that with such a sendoff and renewed evidence of aggressive merchandising the current season will be more successful from a "trade-at-home" standpoint than ever before.

No Miracle Worker

Advertising is not a miraculous system to enable a merchant to sell shop-worn, out-of-date merchandise for the same profit that he expects to receive when the goods were newly arrived in his place of business.

In fact, advertising is not a device to sell anything that is not the most up-to-date that the customer can secure for his money. The merchant who sells goods knows that his merchandise must meet competition, which means that it must be as good as anything offered to consumers whether the offering is through personal conversation in his store or in the columns of a newspaper through advertising.

Advertising doesn't increase the utility of the articles advertised to any prospective buyer. This is the basis of many attacks upon advertising by those who do not realize that advertising is modern salesmanship. Business men employ individuals to sell goods. They do not expect salesmen to improve the goods sold in order to justify their salaries. Salesmen are only expected to sell.

Advertising is a sales promoter. It does not affect merchandise except to speed-up its transfer from merchant to customer. If there are enough "speed-ups," the merchant gets a faster turn-over, reduces numerous carrying expenses and is able to operate on smaller profits per item because he sells more items.

What Of The Churches?

The Federal Reserve Board has now told us what we do with our money. This in itself is interesting since most of us continually wonder where our money is going—but the trouble with the federal organization is that they leave some money unaccounted for.

Here is the data. According to the Federal Reserve out of each $100 left to the average American, after taxes, $6.20 is spent on autos and auto parts; $9.60 for clothing and shoes; $32.70 for food and drink. including alcoholic beverages and $6.20 on furniture and household equipment. The average citizen saves $6.90. And all this leaves $38.43 which is not broken down.

We regret that the board did not see fit to break "our money" down further. For instance, how much goes to the church or to other worthy institutions?

We're not saying how that figure would have compared to others but have a strong "hunch" there would have been surprising contrasts between material items and donations to churches, etc. What do you think?

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6 Months (in North Carolina)	$1.50
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6 Months (outside North Carolina)	$2.00

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PRESS COMMENT

Hurry Up And You Won't Hav To Wait

(From the Roxboro Courier-Times)

Soldiers in both of the World Wars, and perhaps the soldiers of the present peace-time Army, are familiar with the phrase, "hurry up and wait." They rush to line up for just about everything, and then stand in line for many hours before accomplishing their objective. They line up for meals, clothing, immunization shots, passes to town, movies, transportation, and so on. Facilities in the services are limited and this was, and perhaps still is, necessary in most cases in order to serve so many men.

In civilian life, lines of people can be eliminated almost entirely by just "hurrying up." A wait, usually, is not necessary.

For the past two weeks Drivers License Examiner W. R. Davis has warned residents withh surnames (last) beginning with L an M to report for examinations before the last day, December 31. He is undoubtedly familiar with late drivers with names beginning A through K taking their examinations in the past, to issue two such statements.

Reading between the lines we see the reluctant drivers waiting until the last day to take their tests, standing in long lines and making the situation unpleasant both for the examiner and the drivers. If they would report when the announcement is made concerning their category, all this would be eliminated.

Perhaps it is the fear of taking the exam that keeps so many away, but it seems to us the best thing to do is hurry up and get it over with and avoid the long lines and confusion that result from putting it off until the last day.

New Office Hours Set By Welfare

Hillsboro — Daily office hours from 8:30 a.m. to 12:00 noon were announced to day by Mrs. Jean M. Heer, superintendent of Public Welfare.

Due to the increasing number of persons desiring interviews in the Welfare Department and the lack of personnel to give attention to these interviews, persons coming without appointment to the Welfar Dapartment will be seen only between the hours of 8:30 and 12:00, Monday through Saturday. During the afternoon the Case Workers will be engaged in making home visits and will not be available to clients except by special appointment. The office will remain open for telephone calls only until 4:30, Monday through Friday.

Nothing is said nowadays that has not been said before.
—Terence.

PINCH and PUNCH. . . . . by HAP

NEWS ITEM: United Nations celebrates first anniversary of adoption of Universal Declaration of Human Rights on 10 December.

—What do you think it'll get us?
—Well, at least we'll know what we *ought* to get.

Efland Youth Wins County Corn Contest

New Hope—In competition with more than sixty Orange County farmers, Carl Walters, son of Victor Walters, who lives on High Rock Road north of Efland, won the county corn contest by producing 116.6 bushels per arce. C. V. Bradshaw from the Oaks Community west of Chapel Hill was second with 110.. bushels and Dr. H. C. Carr, on his Guernsdel farm east of Hillsboro, was third with 99.5 bushels.

At a barbecue attended by 130 farmers, the Bank of Chapel Hill presented the three winners with $100 Savings Bond, $25.00 and $10.00 in prizes. Mr. W. E. Thompson, speaking for the bank said they were glad to have a part in helping to promote the raising of more corn per acre in Orange County. Don Matheson, county agent, reported that 100,000 more bushels of corn would be raised on 2,000 acres less land than ten years ago. In other words, the yield per acre has been increased from 19 bushels in 1939 to 30 bushels in 1949. The following contestants produced more than 70 bushels of corn per acre: Carl Walters, C. V. Bradshaw, Dr. H. C. Carr, J. R. and J. O. Whitfield, Fred Reitzel, Walter Torian, Johnnie Lockhart, Dwight Ray, Jimmy Dunn, J. L. Phelps, Charles Torian, Hugh Wilson, Clyde Waller, R. C. Thompson, Raymond Weaver, J. E. Latta, George Maynard, Chesley Thompson, Pete Vincent, Irvin Greene, Billy Mincey, Robert Jones, Harold Walker, W. L. Mil- Jimmy Dorsett, Truitt Lloyd, R. F. Poythress, Roland Womble, J. I. Dickey, Wilter Reitzel, and the Hogan brothers.

If You Can!

Imagine (if you can!) 2,550 acres of land completely blanketed under a layer of $1 bills—that's how much of the people's money must be harvested every time they are taxed a billion dollars! (Politicians, please note.)—Pathfinder.

THIS WHISKEY IS 40 MONTHS OLD

CENTURY CLUB
STRAIGHT BOURBON WHISKEY
$3.40 4/5 QT. $2.10 PINT
86 PROOF
NATIONAL DISTILLERS PROD. CORP., NEW YORK, N. Y.

Make the car owner in your family happy with a gift for the car from the following list.

Seat Covers	Radios
Fender Shields	Heaters
Fog Lights	Grill Guards
Back-Up Lights	Spot Lights
Rear-View Mirrors	Signal Lights
Batteries	Tires
Exhaust Deflectors	Bumper End Guards
Prestone	Gas Cap Locks

Richmond Motor Company
Hillsboro

Worth Admiring!

RELIABLE AUTO SERVICE

We Paint 'Em Like New

A new paint job to face the holidays will give you something to celebrate! Drive in and let us give you an estimate. For a small sum your car will look like new!

Crabtree Body Shop
Carrboro

Scores in work and play...

Cpl. Wm. C. Hunt conditions for administrative work thru athletics

Corporal William C. Hunt of LaFayette, Alabama who has shown his administrative ability with the Third Army Headquarters recognizes the value of physical fitness. He has found ample time to continue with athletics which are helping to build his leadership and alertness. For an active, interesting life where young men can further their education and at the same time receive good pay, he recommends a career in the U. S. Army. Investigate, get the full details, see your recruiter today.

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Room 9-B Postoffice Building
Durham, N. C.

Say 'I Saw It In The News.' Thanks

Hadacol Helps Textile Workers Stay On The Job

The great textile mills of the Carolinas are booming again with shifts working day and night to turn out the nation's finest materials, and HADACOL is doing its part to keep folks on the job.

Many textile workers have reported the wonderful relief which has been brought them by HADACOL with its five B vitamins and four important minerals. Two of these workers, a young father employed by the great Cannon Mills at Kannapolis, N.C., and a mother, working at a mill in nearby Salisbury, N. C., recently told how HADACOL had helped keep them on the job.

Mr. Barnhardt

Jay W. Barnhardt, Route 3, Box 343, Kannapolis, N. C., is 30 years old and the proud father of two children. His work in the Cannon Mills calls for a great deal of standing up.

"I had been ill for several years," said Mr. Barnhardt as he explained how close he came to having to give up his work. "I suffered with a weak stomach. It became worse and worse with gastric disturbances. I just could not hold food and no food agreed with me. I could not sleep and finally I became so sick that my legs got weak as I worked in the mill each day."

Mr. Barnhardt, like so many sufferers, had tried many preparations without relief, when he heard about HADACOL.

"After the second bottle of HADACOL I began to feel better and to regain the weight I had lost," said Mr. Barnhardt. "My digestion became normal again and today I am as well as ever. My legs no longer bother me. I eat and enjoy my food. I sleep well and have plenty of energy."

Mr. Barnhardt has taken several bottles of HADACOL and now takes the famous vitamin and mineral preparation to help stay well. He has had his wife take it with wonderful results and has recommended it to his friends in the mill.

Mrs. Maggie H. Poole, 1503 Caroline Avenue, in Salisbury, N. C., had become so ill that she was forced to give up her work but soon after hearing the wonderful news about HADACOL she was back on the job and has been doing swell ever since.

"I was tired, weak and nervous," said Mrs. Poole. "I suffered indigestion and food didn't agree with me. I also had headaches. After taking five bottles of HADACOL I felt good and was back on the job at the mill. I had tried so many things that the HADACOL news was a real blessing to me. I have more appetite and eat what I want to. I feel better than I have in a long time."

Mr. Barnhardt and Mrs. Poole were both suffering from a lack of B vitamins and the minerals which HADACOL contains. HADACOL comes to you in liquid form, easily assimilated in the blood stream so that it can go to work right away.

A lack of only a small amount of B vitamins and certain minerals will cause digestive disturbances . . . Your food will not agree with you . . . You will have an upset stomach . . . You will suffer from heartburn, gas pains and your food will sour on your stomach and you will not be able to eat the things you like for fear of being in misery afterwards. Many people also suffer from constipation. And while these symptoms may be the results of other causes, they are surely and certainly the signs of lack of B vitamins and minerals which HADACOL contains. And if you suffer from such a deficiency disorder, there is no known cure except the administration of the vitamins and mineral, which your system lacks.

Mrs. Poole

It is easy to understand, therefore, why countless thousands have been benefited by this amazing tonic, HADACOL.

So it matters not how old you are or who you are . . . it matters not where you live or if you have tried all the medicines under the sun, give this wonderful preparation HADACOL a trial. Don't go on suffering. Don't continue to lead a miserable life. Many persons who have suffered and waited for 10 to 20 years or even longer, are able now to live happy, comfortable lives because HADACOL supplied the vitamins and minerals which their systems needed. Be fair to yourself. Temporary relief is not enough for you. Give HADACOL a trial!

Insist on the genuine HADACOL. Don't be misled. Accept no substitute.

Sold at all leading drug stores. Trial size only $1.25, but save money; buy the large family and hospital size, only $3.50. If your druggist does not handle HADACOL, order direct from The LeBlanc Corporation, Lafayette, La., and when the postman brings your package just pay the amount plus the c. o. d. and postage. If you remit with the order we will pay the postage.

Then, if you don't feel perfectly satisfied after using HADACOL as directed, just return the empty carton and your money will be cheerfully refunded. Nothing could be fairer.