The News-Journal



Telephone 3521 shed Every Thursday RAEFORD, N. C.

scription Rates: \$2.00 year. (In advance).

> PAUL DICKSON. Editor and l'ublisher

Entered as second-class mail matter at the post office at Raeford, N. C., under Act of March 3, 1870.

The Role Of The Merchants

Authorities on retailing have observed that a very considerable segment of the American population has little understanding of what retail merchants have done to limit price increases - and have a misconception of the merchant's role in the distribution machine. The fact that such activities as "buyers strikes are usually directed at the merchant, is one proof of this.

The attitude of merhants toward the public was well demonstrated in the early days of the war, before ironclad OPA controls were imposed. Stores were simply requested to hold the price line, in spite of shortages, increasing demand and the decline in normal competitive meatign.

in normal competitive measures. The vast majority of stores, chain and independent alike, complied, and price boosts were limited to the absolute minimum.

Since the virtual demise of OPA, the stores have been in an exceedingly difficult position. Heavy and inevitable price increases occurred in most manufactured and agmost manufactured and agricultural products - the result of higher wages, material costs, etc. The merchant has had no choice - he has to raise his prices if he is to sure raise his prices if he is to survive. But it should be known that most stores have voluntarily adopted the policy of were working on farms during limiting these increases as peak periods of employment at much as possible. In many mid-summer of this year.

cases they have reduced their MORRIS INFANT DIES narrow margin of profit in order to protect the consumer's dollar, to the best of their ability.

The store, like any business, cannot escape the econ-omic conditions of the times.





APPLESAUCE MUFFINS

cup shortening cup augur cup light corn sirup cup sweetened applesance cups affed enriched fings tra-mone baking pawder tra-mone balt cup chapped nuts

Nearly one million veterans

The two-weeks-old son of Mr and Mrs. Sam C. Morris passed away at Moore County hospital last Saturday after being in a critical condition for several days. Rev. Harry K. Holland conducted a graveside service at 2:00 p. m. Sunday and Interment was made in the Raeford come-

MORE ABOUT Farm Notes

that can be grown to advantage. will fit into the farm program. Stillize Inboc to best advantage Get necessary fertilizer and them. Use only good seed and ollow approved practices.

The county agent's office exends the seasons greetings to all farm families in Hoke county

IT PAYS TO ADVERTISE IN THE NEWS-JOURNAL

WANT ADS

FOR SALE - Young turkeys, raised on wire. Mrs. Foster McBryde. TF-C

OFFICE SUPPLIES—When in need of anything for the office from a pencil to a typewriter to an adding machine, come in to see our line. Dixie Printing Co. Aberdeen.

BOWLING-The Metro Alleys will be open tomorrow afternoon, Christmas Day, from 1:00 o'clock. Tournament Thursday night. Howard. Those in now are James Morris, who won the turkey last week. with 133, Hilton Clark, also 133, T. B. Lester, Jr., 128, William Currie, 124, Dr. Julius Jordan, 122 and Rip Gibson, 120.

WANTED-Two waitresses. Experience not necessary. Apply in person Thursday, December 26, 8 to 12 a. m. Elk Restaurant. 730-p

400 feet, on highway at Prospeet Ave. For price see Mary D. Stubbs, Raeford, or phone 2291. 28-30p.

5246. Delivered in town or county. Roland Covington, tfe

FOR SALE-1931 Ford sedan, recenty overhauled, good tires. Best offer gets it. Mrs. Angus C. Gillis, R-2, Raeford. 30-p

CALL Mrs. G. W. Brown at 2491 or your Christmas pot plants and cut flowers.

WANT TO RETIRE WHILE YOU ARE YOUNG,

JOIN the U. S. Army and retire at an early age, on a monthly retirement, allowance. Travel the world over at no expense to you. Excellent pay with no deductions. Plan the kind of livestock that Rapid advancement and free living quarters. The finest medical and dental care provided. Visit nearest army recruiting station other supplies before needing for further details, 10512 Person Street, Fayetteville.

> LOST-Black and white Beagle Hound-male-pop eyed, crying mouth-named Bones, Reward \$10.00. M. J. Allen, Candor. N. C. 29-30-р

LEGALS

ADMINISTRATOR'S NOTICE Having qualified as administrator of the estate of Sallie Mc-Googan Howard, deceased, late of Hoke County, this is to notify

all persons having claims against this estate to present them duly verified according to law to the undersigned at his home at Shannon, N. C., on or before the 3rd day of December, 1947, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please

make immediate payment, Archie Howard, Administra or, Estate of Sallie McGoogan 28-33p.

ADMINISTRATOR'S NOTICE

Having qualified as adminitrator of the estate of Emma Hough, deceased, late of Hoke munty, this is to notify all perone having claims against this estate to present them duly verified according to law to H. W. Whitley in Ractord, on or be-

the 4th day of December, 1917, or this notice will be pleadell in bur of their recovery. All persons indebted to said estate FOR SALE—House and lot, 65 x will please make immediate payment.

Junius Richardson, Administrator, estate of Emma Hough,

27-38-p



THE GIFTS OF THE MAGI FORESHADOWED THE CHRISTMAS-GIVING OF TODAY.

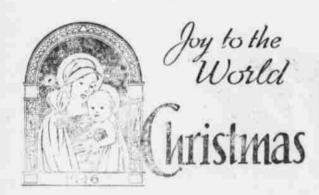
A BEAUTIFUL SENTIMENT THAT DOES MORE TO PROMOTE THE SPIRIT OF BROTHERLY LOVE THAN ALL OTHER INFLUENCES COMBINED.

THE HAPPY SPIRIT OF CHRISTMAS IS DEEP IN OUR HEARTS. LET IT ECHO IN THE STRENGTH OF OUR VOICES GREET OUR FRIENDS AND NEIGHBORS ON CHRISTMAS MORNING.

DUNDARRACH TRADING COMPANY

DUNDARRACH, N. C.

and the contraction of the contr



- O Christmas is not all tinsel and tissue or colored lights and merriment. It has a deeper significance, rooted in the long gone past, which sets it high above all other holidays of the year.
- It is our hope that this blessed season will bring to your home not only the festive joys of Yuletide but that deep inner peace which is essentially a part of Christmas.

RAEFORD LUMBER COMPANY

RAEFORD, NORTH CAROLINA





Christmas is likely to become too prosaic to many of us grownups, but to boyhood's eager eyes it is a time of preparation and expectancy...an enchanted season when the woodland is hushed and even ordinary tasks take on the glamor and joy of dragging home the Christmas tree. May your Christmas of 1946 be in this spirit.

OIL & FERTILIZER **HOKE CONCRETE WORKS**