

The News-Journal



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Editor and Publisher

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The Role Of The
Merchants

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

The attitude of merchants
toward the public was well
demonstrated in the early
days of the war, before iron-
clad OPA controls were im-
posed. Stores were simply re-
quested to hold the price line,
in spite of shortages, increas-
ing demand and the decline
in normal competitive mea-
sures. The vast majority of
stores, chain and independent
alike, complied, and price
boosts were limited to the ab-
solute minimum.

Since the virtual demise of
OPA, the stores have been in
an exceedingly difficult po-
sition. Heavy and inevitable
price increases occurred in
most manufactured and agri-
cultural products - the re-
sult of higher wages, material
costs, etc. The merchant has
had no choice - he has to
raise his prices if he is to sur-
vive. But it should be known
that most stores have volun-
tarily adopted the policy of
limiting these increases as
much as possible. In many

cases they have reduced their
narrow margin of profit in
order to protect the consum-
er's dollar, to the best of their
ability.

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

Your Home



Christmas means lots of extra
baking at our house - and I im-
agine it does at yours, too! Of course,
I like to have extra cakes and pies
on hand for holiday company...
and the children love fancy Christ-
mas cookies, cut in the shape of
Santa Claus men, reindeer, stars
and animals - decorated with col-
ored frosting. In fact, it's the chil-
dren's special duty to help me
string fancy cookies and hang them
on the Christmas tree - in addition
to placing a big bowl under the
tree for their own guests!

It's really a help to have our en-
riched white flour back in time for
Christmas baking, isn't it? - it's
almost a guarantee of delicious
baked foods. And while I do notice
the sugar shortage, I've found that
by making muffins and quick
breads, I can save sugar and the
generous amounts of protein and
"vitamins in the enriched white
flour give my family the nutrition
they need. Here's one favorite
recipe of mine that calls for very
little sugar:

APPLESAUCE MUFFINS
1/2 cup shortening
1/2 cup sugar
1/2 cup light corn syrup
2 eggs
1/2 cup sweetened applesauce
2 cups sifted enriched flour
3 teaspoons baking powder
1 teaspoon salt
1 cup chopped nuts
Cream together shortening and sugar.
Add syrup and beat well. Beat eggs and
add. Add applesauce. Sift together flour,
baking powder, and salt, and add to
creamed mixture. Stir until flour is
moistened. Add nuts. Fill greased muffin
pans 2/3 full and bake in moderate
oven 175 F. 20 to 25 minutes.
Yield: 2 1/2 dozen 2-inch muffins.

Applesauce muffins are very popu-
lar at our house. Try them -
they'll provide the nutrition your
family needs - and at the same
time help to conserve your precious
sugar for important holiday baking!

Nearly one million veterans
were working on farms during
peak periods of employment at
mid-summer of this year.

MORRIS INFANT DIES

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 ceme-
tery.

MORE ABOUT
Farm Notes

that can be grown to advantage.
Plan the kind of livestock that
will fit into the farm program.
Utilize labor to best advantage.
Get necessary fertilizer and
other supplies before needing
them. Use only good seed and
follow approved practices.

The county agent's office ex-
tends 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 of-
fice from a pencil to a type-
writer to an adding machine,
come in to see our line. Dixie
Printing Co. Aberdeen. tf-c

BOWLING - The Metro Alleys
will be open tomorrow afternoon,
Christmas Day, from 1:00 o'clock.
Tournament Thursday night.
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. Ex-
perience not necessary. Apply
in person Thursday, December
26, 8 to 12 a. m. Elk Restaura-
nt. "30-p

FOR SALE - House and lot, 65 x
100 feet, on highway at Pros-
pect Ave. For price see Mary
D. Stubbs, Raeford, or phone
2291. 28-30p.

FOR SALE - Firestarters. Phone
5246. Delivered in town or
county. Roland Covington. tfc

FOR SALE - 1931 Ford sedan,
recently 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 re-
tirement allowance. Travel the
world over at no expense to you.
Excellent pay with no deductions.
Rapid advancement and free liv-
ing quarters. The finest medical
and dental care provided. Visit
nearest army recruiting station
for further details. 105 1/2 Per-
son Street, Fayetteville. 30-c

LOST - Black and white Beagle
Hound - male - pop eyed, cry-
ing mouth - named Bones, Re-
ward \$10.00. M. J. Allen, Can-
dor, N. C. 29-30-p

LEGALS

ADMINISTRATOR'S NOTICE
Having qualified as admini-
strator 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 Shan-
non, N. C., on or before the 3rd
day of December, 1947, or this
notice will be pleaded in bar of
their recovery. All persons in-
debted to said estate will please
make immediate payment.
Archie Howard, Administra-
tor, Estate of Sallie McGoogan
Howard. 28-33p.

ADMINISTRATOR'S NOTICE
Having qualified as admini-
strator of the estate of Emma
Hough, deceased, late of Hoke
County, this is to notify all per-
sons having claims against this
estate to present them duly ver-
ified according to law to H. W.
H. Whitley in Raeford, on or be-
fore the 4th day of December,
1947, or this notice will be plead-
ed in bar of their recovery. All
persons indebted to said estate
will please make immediate pay-
ment.
Junius Richardson, Admini-
strator, estate of Emma Hough.
27-30-p

HOLY NIGHT
SILENT NIGHT

A MERRY
CHRISTMAS
1946



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.



Joy to the
World
Christmas

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 holi-
days 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



BRINGING HOME THE
CHRISTMAS TREE

Sincere Wishes for a
Merry Christmas

LET'S ALL BE HAPPY!

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 en-
chanted 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.

HOKE OIL & FERTILIZER COMPANY

and

HOKE CONCRETE WORKS