

BEER—The Beverage of Moderation

## It's A Good Rule and It Works Both Ways

Eight years ago the North Carolina Committee of the brewing industry began its self-regulation program.

"A legitimate business conducted by reputable people" was, and still is, the guiding principle.

The law-breaker, the fellow bent on using a retail beer license as a "blind" for shady operations, was told to "Clean Up or Close Up."

The system worked; it still works!

Self-regulation works to protect the legitimate beer industry from illegal hangers-on. It works to protect the public from "dives" and to safeguard beer tax revenue pouring into the public treasuries of our State, counties and municipalities.

"Self-regulation"—an experiment in 1939, but now an accepted rule of business that deserves your steady support.

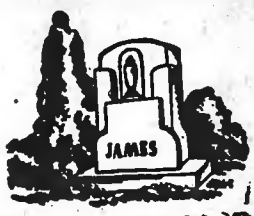
NORTH CAROLINA COMMITTEE  
UNITED STATES BREWERS FOUNDATION

Suite 606-607 Insurance Building, Raleigh, North Carolina



Gordon B. Rowland  
Lawyer

Office No. 10 upstairs in Bank of Raeford Building, Raeford, N. C.



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### R PRESCRIPTIONS

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HOWELL  
DRUG STORE

## Roots of Culture Good Taste THEN and NOW

SEPTEMBER - BACK TO SCHOOL AND COLLEGE

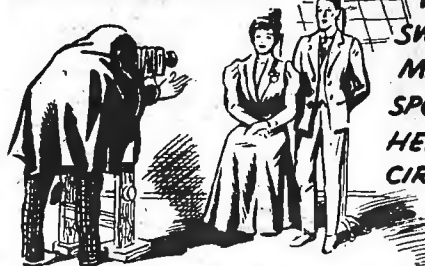


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NEWTON STUDIED IN A TURRET ABOVE TRINITY COLLEGE, CAMBRIDGE. HIS BACK-TO-SCHOOL GIFTS WERE SCIENTIFIC INSTRUMENTS: WATCHES, SCALES, TELESCOPES, ASTROLABES... ALL HIGHLY EXPENSIVE THEN.



1900'S COLLEGE GIRLS WORE FLEUR DE LIS WATCHES, SWORD-HILT "HAIR-DAGGERS." MALE UNDERGRADUATES SPORTED HIGH BUTTON SHOES, HEAVY WATCH FOBBS, DIAMOND-CIRCLED SAPPHIRE TIE PINS.



TODAY, "BACK TO SCHOOL" STILL MEANS PRESENTS, RANGING FROM CLOCKS, WATCHES, PENS, PENCILS, TO COMPACTS AND TRAVELLING CASES.



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### State Land Prices Show Increase

North Carolina land prices have increased 139 per cent over the 1935-39 average, according to C. B. Ratchford, in charge of Extension Farm Management at State College.

This increase is exceeded only by Kentucky with 170 per cent, Colorado with 156 per cent, and Tennessee with 140 per cent, the specialist said.

A large number of persons buying farms at present high prices believe they can pay for the farms in a few years at present prices, Mr. Ratchford declared; however, in view of high production costs and possible declines in farm prices and incomes, some farmers will again have difficulty in meeting mortgage payments and other fixed debts.

Not predicting what is going to happen to farm prices other than saying it seems reasonable that they will drop from present high levels, the specialist said that prices farmers are having to pay will increase if prices they receive remain high. If prices farmers receive, drop, prices paid will still remain high, he said, but the profit the farmer makes will probably decrease in either case.

The farmers have been in a very favorable position since the beginning of the war as prices received have increased faster than prices paid, thus, leaving a high profit. Now, this is correcting itself as prices paid are increasing faster than prices received, he said.

If the farmer pays half the present prices for a farm in cash, he still owes as much or more than he would have in the late thirties had he bought the entire farm on credit—that is how serious the situation is, Mr. Ratchford said.

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— THURSDAY & FRIDAY —

### "Miracle On 34th Street"

Maureen O'Hara — John Payne — Natalie Wood

— SATURDAY —

### "Law Of The Canyon"

Charles Starrett as the Durango Kid

ALSO

### "Three On A Ticket"

Cheryl Walker — Hugh Beaumont

Also Shorts and Serial

— SUNDAY —

### "Sweetheart Of Sigma Chi"

Elyse Knox — Phil Regan

Also Latest News and Short Subjects

— MONDAY & TUESDAY —

### "Song Of The Thin Man"

A Nick Charles Adventure

William Powell — Myrna Loy

— WEDNESDAY —

### "Dangerous Venture"

William Boyd as "Hopalong Cassidy"

Also Shorts and Serial

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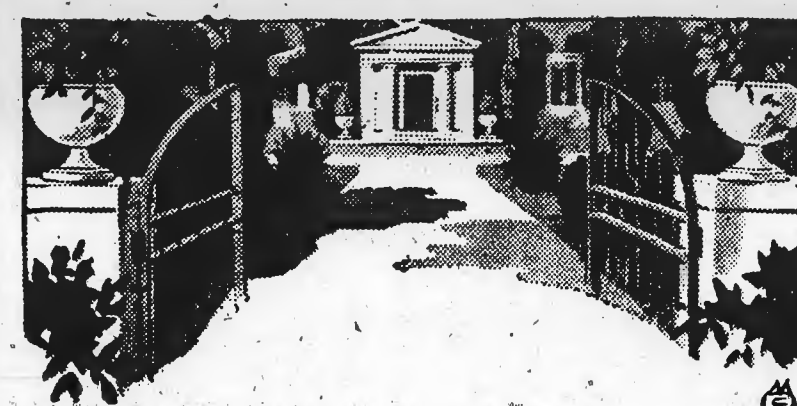
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