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FREE ROOM AND BOARD

Farm and Ranch magazine is published in Nashville, Tennessee—right in the Tennessee Valley Authority region. And

that fact gives unusual force and interest to an editorial which recently appeared in

VISION AND FAITH

This country has 40 per cent of the world's coal reserves. But reserves of any resource in the ground are of limited value unless we have an efficient producing industry that can make the best and most economical use of them.

Our coal industry is the world's best, judged by any standard.

During recent years coal, like other enterprises, has had to meet higher cost in wages, taxes, transportation service, and material prices. Despite that, the cost of scale to the mine has been added to the mine

and material prices. Despite that, the cost of coal at the mine has been reduced.

This has been possible because coal has mechanized and redesigned its mining processes. At the recent Coal Show in Cleveland, almost unbelieable mechanical wonders were demonstrated—including a wonders were demonstrated—including a complete of the coal standard as a light as a 12power shovel standing as high as a 12story building, a new continuous mining machine that will mine coal at the rate of eight tons per minute, and a new electric bus which cuts the travel t ime of miners underground in half.

The industry has been spending huge sums of money on mechanization and other improvements at a time when profits have virtually disappeared. That is a measure of coal's spirit-and of coal's faith in the future.

THE FARM EQUIPMENT DOLLAR

Modern farm equipment is an absolute necessity today. The time when human and animal power could do the basic work of agriculture has gone, never to re-turn. The tractor and the other machines make possible maximum production at minimum cost in both money and effort.

The selling price of these machines is an important matter to the farmer. And no doubt, many a farmer has sometimes wondered if the price tag contained an excessive amount of profit.

An answer to that is found in a survey made of hundreds of farm equipment dealers scattered throughout the country and covering the 1947-54 period. It shows that profits have gone down steadily sharp ly. In 1947 those profits, before taxes, amounted to 9.35 per cent of the gross bus iness. In 1950 they came to 4.95 per cent. In 1953 the figure was 2.5 per cent. And last year it was only fractionally higher-2.62 per cent.

The reasons why farm machinery costs more now than it used to are simple enough. In the first place, the expenses that must be borne by the manufacturers and dealers have soared, just as in the case of any other business. They must pay the high going price for labor and every-thing else. Secondly, the farmer has de-manded and received more complicated and more versatile machines that do a better production job. But he can be certain that he is getting top value for his equipment dollar.

BUILT-IN-COOK SERVICE!

A publication of the American Meat Institute observes: difference between what the farmer gets and what the consumer pays for food items-have been steadily widening and for good reason.'

The "good reason" in this case has various facets. Labor costs, direct and indirect, make up about 75 per cent of total marketing costs in the food business. These have risen substantially, and so over a period of years, have other such unavoidable operating costs as packaging, transportation, taxes, rents and so on. On top of th at, one of the big and relatively new factors in the farm-retail price spread situation is found in consumer demand for foods in a form that will save labor and time in the home. As the Institute's pub-lication puts it, "The housewife, buying more ready-to-serve, ready-to-cook and ready-to-mix foods, actualy is getting what amounts to a 'built-in-cook' service.' 'Processing of this character costs money and the consumer must pay the bill.

Even so, our food dollar does a good Even so, our food dollar does a good job. Despite the rise in prices for foods, family purchasing power has kept up with it. Meat is a good example, being a food which practically everyone consumes daily in one form or another. According to Department of Agriculture figuers, for many years, in good times and bad, the public has spent roughly the same proportion of take-home pay for meat—five to esven per cent. The only exceptions are war periods when government conare war periods when government con-irols and other abnormal factors make comparisons impossible. We eat better than ever, and at a reasonable cost.

THEY HAD KNOWN IN THEIR HOMELAND





HERE'S HEALTH!

THEN'RE DELICIOUSLY SWEET AND ONE PLUM CONTAINS LESS

A sure-fire reflection of any nation's living standards is found in its retail stores—in the range of goods offered and the prices charged. We Americans, with our free system, are the luckiest people on earth.

WRONG NOTION

There is a fairly widespread notion that the growth of big business in this country has been made possible by the absorption and destruction of small business.

In 1900 there were 21 independent estabilshments per 1000 population—half a century later there were 27. And big business needs and supports small business. One of our biggest businesses has over 33,000 suppliers and subcontractors, most of them small. Another buys goods and services from 21,000 independent suppliers.

In some lines big business can do a job best—in others small business is superior. The country has to have both.

Drive, near 106th Street. Both the statue and its donor, Seichi Hirose, a Japanese businessman, were honored at a ground-breaking ceremony. Mr. Hirose said he made the gift to help create a spirit of "no more Hiroshimas."

By Lewis

PLUMS ARE NATIVE TO THIS HEMISPHERE, BUT THE PILGRIMS PLANTED VARIETIES

spirit of "no more Hiroshimas.

Glenn Memorial Methodist Church, Atlanta, gives almost one-half its annual budget "for others." The 1954-55 income was \$118.711. Of this amount, \$50,435 was earmarked for projects outside the local church. The church, on the Emory University campus, supports two missionaries overseas and provides ten theological scholarships for white and Negro students. Glenn Memorial is believed to be the only church in the nation to provide a cottage at a Methodist orphanage. Glenn Cottage, now under construction at the Methodist Children's Home in Decatur, will cost \$68,000, the money being supplied by Glenn Memorial. The church gave \$12,000 to this project out of last year's budget. The Rev. Candler Budd is pastor.

The first Mormon temple on the European continent was dedicated to Zollikofen. Switzerland, re-

The first Mormon temple of the European continent was dedicated in Zollikofen, Switzerland, recently David O. McKay, president of the Church of Latter Day Saints; Ezra Taft Benson, United States Secretary of Agriculture, and Senator Wallace Bennett of Utah, were among the 1,500 members of the Mormon Church from the United States and many European countries who took part in the ceremony. Before the European countries who took part in the ceremony. Before the dedication of this edifice, the 45,-000 Mormons in Europe had prayer houses in a number of cities, but no consecrated temple.

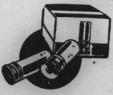
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is a Lutheran?

On October 31, 1517 there was only one Protestant and one Lutheran, and that was Martin Luther, a former Roman Catholic priest. Luther had "protested" against the Church's sale of certificates called indulgences, which were said to reduce the time a soul must spend in purgatory. From Scripture, Luther had learned that FULL FORGIVENESS OF SIN IS PROMISED THROUGH FAITH IN THE MERCIFUL GOD, REVEALED IN CHRIST. This and other similar differences led to an open break. Lutherans don't claim any doctrines different from the common Christian faith described in the New Testament and first summarized in the Apostle's







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