

OUR DEMOCRACY — by Mat

Thanksgiving



For the hay and the corn and the wheat that is reaped,
 For the labor well done and the barns that are heaped...
 For the trade and the skill and the wealth in our land,
 For the cunning and strength of the working man's hand...
 For our country extending from sea to sea,
 The land that is known as the land of the free,
 Thanksgiving! Thanksgiving!

—ANONYMOUS

LOOKING AHEAD

by GEORGE S. BENSON
 President—Marketing College
 Searcy, Arkansas

Would America Collapse?

Some wag once said that if we should suddenly do away with all advertising in the United States, our civilization would immediately collapse. This statement contains more truth than is at first apparent. There are those who refuse to see the importance of advertising in the economic life of the nation. Moreover, there are those who have singled out this phase of trade and industry for strong criticism.

Civilization today would collapse if it were not bolstered up by American advertising. Today the rest of the world depends upon American production. Yet, too few people recognize that this nation's great productive capacity could not have been built up without advertising. Again, there are too few people who correctly see advertising as the bulwark of American economic freedom. Advertising is the golden key that has unlocked the door to plenty for us all.

Greatest Users
 Our world-renowned standards of living were achieved because we found out how to produce in volume: bathtubs, cars, radios, clothing, food. We learned how to make wise use of the human resources of work and brain-power. We learned to harness water-power, steam, oil, gas, and all the others. We created machinery to do most of our hard work. We learned the value of tools. In brief, we have made our factories hum.

But is that all? By no means. The Socialist schemers have failed to evaluate their old slogan, "production for use," in the light of America's vast economy. Not only did we learn to produce, we have learned to use. Americans are the world's greatest producers, and also the world's greatest users.

Better Prices, Quality
 There's more to it than just production. Ask any manufacturer, and he'll tell you that the heart of his outfit is his sales force. The fellows who sell and distribute goods represent the other half of our great mass production system. Your high production is fine, but it would do no good unless the goods are placed in the hands of consumers. Continued high output lowers the price. Get the picture?

Selling and distribution simply could not do the job without advertising. Advertising not only sells goods, it always helps measurably to lower prices and to increase quality. When electric refrigerators were first sold only a few thousand were made, and it took \$600 or more to buy one. But during fifteen years of advertising millions were sold, the price came down to a fourth of the original price, and the quality was improved greatly.

Wake Up to Facts
 Socialists and Communists have had some success in attacking this part of American economic life. A few years ago a survey of 5,000 consumers found that 72 per cent of those interviewed believed advertising increased costs to the consumer. Among high school teachers, this figure reached 82 per cent. Another survey, answered by 3,174 students in 33 colleges, revealed that 12 per cent considered advertising an economic waste.

It is high time we woke up to the economic facts-of-life! Good and wise advertising is a vital part of free competitive enterprise. Naturally, advertising would be unnecessary in a dictatorship. The dictator could simply tell the people what to eat, wear, and enjoy. He could also tell them what they could not have. Under a system that permits no advertising, we would have two choices: a lower standard of living or a dictatorship.

New Procedure Listed For Recall To Duty

Colonel Norman McNeill, Senior Army instructor of the Organized Reserve Corps for the State of North Carolina this week announced a change in the procedure for the processing of applications of volunteers for recall to extended active duty with the army.

Effective immediately, all volunteers for recall to extended active duty from an inactive status, including chaplains and medical officers will submit applications and allied papers "direct" to the Adjutant General, attention: AGPR-D, Washington-25, D. C. Warant officers and enlisted personnel now in the active military service and National Guard officers will continue to submit their applications through military channels.

M-Sgt. M. D. Rentz, unit instructor and administrative assistant on duty with the 325th Composite Group, organized Reserve Corps will assist applicants in every way possible by furnishing information and the active duty application forms, the announcement stated.

Applications will be acted upon with the least practicable delay and the Adjutant General will furnish telegraph advice direct to the applicant as to final decision in each case.

U. S. Forest Rangers were hosts to more than 7,300,000 visitors to the 24 Southern National Forests during the 1948 season. The Pisgah-Croatan National Forest in North Carolina led in recreation users with 2,530,825, followed by Chattahoochee in northern Georgia, 2,476,420, and the Nantahala in North Carolina with 978,725.

NOTICE OF SALE

Under and by virtue of the power of sale contained in a deed of trust given by Annie Marie Camp and husband, Charlie Camp to the undersigned as trustee for the Kings Mountain Building & Loan Association on the 15th day of March, 1948, to secure the indebtedness therein mentioned and default having been made in the payment of same and at the request of the said association, I will sell for cash at the court house door in Shelby, Cleveland County, North Carolina on Monday, December 6, 1948, at 10:00 a. m., or within legal hours, the following real estate:

Lots Nos. 30, 31, 32, 33, 34, 35 and 36 in Block C of the subdivision of the Harry Falls land in the Town of Kings Mountain, N. C., surveyed by Sam Rowe, and a copy of plat is recorded in book No. 3 at page 40 of the Cleveland County Registry.

This the 2nd day of November, 1948.

B. S. Neill, Trustee.
 J. R. Davis, Atty. n-5-12-19-26-D

To Relieve Misery of

COLDS

take 666

LIQUID OR TABLETS—SAME FAST RELIEF

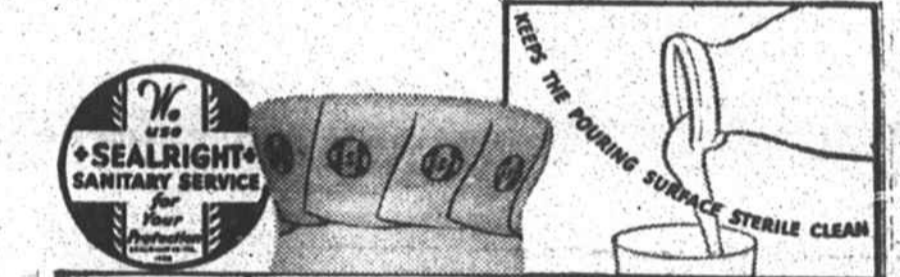
"Plenty of milk helps Virginia Mayo stay trim and slender."

Says IDA ECKWALL
 Studio Dietitian
 SAMUEL GOLDWYN PRODUCTIONS, INC.

"Many of the loveliest stars in Hollywood take diet suggestions from me," says Miss Eckwall, "and I always recommend three or four glasses of milk a day."

"The vitamins and minerals supplied by milk are essential, and milk does not in itself add figure-spoiling pounds."

Yes, milk is an essential food—and we bring it to you with all of its natural purity and wholesomeness protected by every modern sanitary safeguard. That is why we use the Sealright Hood—the final touch of precaution that keeps the pouring surface of the bottle safe from contact with hands or exposure until you yourself remove it. Our protection goes all the way home!



Sunrise Dairy

GASTONIA, N. C.

Typewriter Ribbons—Phones 167-283

ABSOLUTELY GUARANTEED

WATCH REPAIRING

AT LOWER PRICES

DELLINGER'S JEWEL SHOP
 Kings Mountain, N.C.

4-Day Watch Repair Service

SLICES OF LIFE

"Bill wouldn't feel so fidgety today if only he had eaten some **Holsum** VITAMIN ENRICHED BREAD!"

BEST FOR SANDWICHES

Holsum

BREAD

Pedestrian Protection—Most Walkers Hit in Mid-block



"X" MARKS THE SPOT OF MOST PEDESTRIAN DEATHS—More than half of all persons killed annually as pedestrians were crossing away from cross walks. The safest place to cross is at the intersection.

—AAA Safety Features

F. Huber Hanes of Winston-Salem has the foundation of one of the top herds of Polled Hereford beef cattle east of the Mississippi River, according to L. I. Case of the State College Extension Service.

For

Lump-Sum Investors!

If you have money to invest in amounts of as much as \$100 and up to \$5,000.00, we recommend full-paid building and loan shares.

These shares are sold in units of \$100.00 and upwards, and dividend checks are mailed in June and December of each year.

These shares pay 3 per cent annually, and are regarded as one of the best and safest investments you can make. Our funds are invested in first mortgages on improved real estate in Kings Mountain and Cleveland County.

Come in this week and let us tell you about these shares. Now is the time to put your idle money to work!

HOME BUILDING & LOAN ASSOCIATION

Dr. J. E. Anthony, Pres. A. H. Patterson, Sec'y-Treas.