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The Gate City Journal


LET'S GO TO
THE DANCE SATURDAY
$\mathbf{N}_{\text {cans in }}^{\text {YSSA }}$ will join with several million Amerident's 55 th birthday Saturday, January 30th by
maging of the annual Prezident's Ball in the high school gym. The event is much more oiguificant
than the celebration of a birthdav, however high in the affairs of state President Koosevelt may leviate human suffering, and no cause is more worthy. Besides having a splendid time, those millions who will attend dances Saturday night will give perhaps as much as a million donars ward the on infantile paralysis, Other millions will be
raised to be spent in local communities for raised to be
health needs.
Thirty per cent of the funds obtained will be who are courazeously and persistently seeking who are cosarape to strit the heart of polimeveritis, to methods to strike at the heartor polimeyitis, this enemy of children, and to help those who have been its victims. But geventy cents out of every dollar collected, will be spent
locally. The celobrations will thus represent the spirit of the good neighbor and the good Ameri can, first benefiting friends and acquaintances and afterwards contributing toward the genera good. Yes, Saturday night in the ime this gencares aside

## SEVEN HUMANS

L AST year, in an American city of some
$\mathbf{L}_{\text {thing }}$ over $1,000,000$ population, traffic deaths averaged approximately five per day. eaths in the same city caused by motoring care leseness averaged seven a day
The people read of this loss of life disinterest edly, turn the page and forget it. But the world
would stand aghast if seven similar victims were selected each morning by lot and sacrificed at a public ceremony.
Of course, that would be impossible-but the idea may give you a new view of the automobile accident situation. in the city mentioned - which is no better or worse than many other cities and towns- the odds are about a hundred and fifty given day to Those are long odds kulled on any considerably shorter than the odds against a man with ons ticket winning a major prize in the Cal cutta Sweepstakes which is participated in by hundreds of thousands of Americans.
Under the lottery system of selecting victims for sudden death, the papers each morning could list the names of those drawn, and the unfortunates could wind up their business and go quietly to their doom. That opportunity isn' given to those who are run down by speeding
cars. So remember that the chance of you being greater than your chance of winning a prize in the sweepstakes in which you hopefully gamble a dollar or two now and then. Is dangerous driving worth its price?

## SMALL BUSINESS MAN BEATING THE CHAINS

THOSE who forecast the destruction of small this country insult the The life of the small retailer may not be all beer and skittes-but, taking him by and large, he shows an amazingly aggressive spirit. He is up on his toes and wide awake. He is more than eager to make improvements in his methods in order to attract customers. He provides a brand of personal service that makes and keep friends When the chain retailing system began its growth, some decades ago, the pessimists said that monopoly would swallow him. The pessimists are still singing the same tune-but the facts show how badly off-key they are. Independent merchants, instead of giving up the ghost in the face of supposedly unmeetable chain competition, have used their heads and

## thought up new innovations in retailing-and the chains have had a tough time keeping pace the chains have had a tough time keeping pace with them. Many a case is on record where a live independent has made the operation of a neighboring enain store unprofitabie through his own monopoly where consumers have a choice of ser-




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