

NOVEMBER

32

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...Editorial...

Unlimited Choice

If today, you could walk into a typical food store of the 1900 type, you might think you returned to something resembling a dark age. At that time there were only 200 food and related items on grocers' shelves. Now food stores, stocked as many as 5,000 different items—including all kinds of frozen, canned, dehydrated, prepared and otherwise-processed foods that would have seemed miraculous to our overworked grandmothers.

In other branches of retailing, such as the variety and department stores, there has been comparable progress. Their offerings are virtually limitless. The main problem of the consumer is to make a choice from the vast array of attractive goods.

The retail store is America's showcase. It is the perfect reflection of the competitive free enterprise system. Under that system, mass production creates what people want. Then mass distribution, as pioneered by the chain stores, brings the incredible wealth of goods to the ultimate consumer. Competition acts to it that the purchaser's dollar goes as far as possible.

Retailing, taken collectively, is one of our biggest employers and taxpayers. It provides a huge market for the goods and services of all enterprises, large and small. It is the vital evidence of our living standards which the world can see.

Merely On a Spruce

Anyone who thinks that war-produced prosperity is the real thing should read a recent comment by Edgar Ansel Mower, the well-known columnist on world affairs. He said that in the last two years "the United States government went deeply into debt to the people. Borrowing and spending so much money is bound to create prosperity while it lasts—the illusion of prosperity."

The trouble is, such debts either have to be paid or

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"Conclusion: the American people were not more truly prosperous during two world wars. They were merely on a spree."



Hurricane Hazel
Cost \$1,300,000
(Continued From Page One)
stations in material storerooms, dispatching offices, at radio and in the field, waiting for the storm to strike, all under direction of supervisors and executives, who worked around the clock with the men.

Talking about this week, Hazel ripped wires down at nearly 5,000 locations. Public Service's crews fanned across the company's territory, strung 250 miles of new lines, replaced 100 miles of connectors and repaired and replaced many pole transformers.

Not until late in the afternoon did the storm seem to be passing. The power lines were still down, but the storm had passed. The power lines were still down, but the storm had passed. The power lines were still down, but the storm had passed.

A welcome to Mrs. Dorothy Gregory also. We hope you enjoyed being with us as much as we enjoyed having the ladies serve us on Friday.

Don't forget the Community Chest. Fred Houghenden is back and has made good his promise. The group bagged 15 deer and 2 bears. No more next week, November 18th. All day outing at San Juan's Entertainment will include skeet and trap shooting. Here's your chance, sharpshooters. This will be the last outing for 1934.

Congratulations to Fred Thomas for 20 active years as a Mason. 44 years part of the Hawthorne Masonic Lodge. Fred will be presented with a 50 year pin on November 18th.

In the true spirit of Rotary, let's all make a definite effort to vote Tuesday. Not only as an expression of our desire to serve in such manner as we know best, but also as an understanding of our American duty.

My term is over, but I'll be back. When I've accumulated a sufficient stock of Rotary news and activities, I'll fill this page with taken from the Club and taken from the Club and taken from the Club.

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Fire Fighters Join Muscular Dystrophy Drive

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Letter Carriers Ball To Be Held Saturday

(Continued From Page One)
serving the outlying districts of Paterson. Thomas Dunn is fund president.

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Twelve Additional Traffic Fatalities

(Continued From Page One)
guarding warning signals and running into a train, head-on crashes due to improper passing or illegal turns into a line of approaching vehicles. Or the careless walking of the two elderly pedestrians who thereby contributed to their own deaths."

"Director Yencik added. Every motorist and every pedestrian should adopt 'Think' as their safety slogan and concentrate on trying to save lives instead of trying to save seconds."

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Borden Company Sets Up Industry

(Continued From Page One)
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500 NJ Bankers To Attend Assoc. Winter Meeting

(Continued From Page One)
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Patrons of

100

Having a Party??
Come to
DINTY'S STEAK HOUSE
(Home of Hawthorne Kiwanis Club)
131 Wagaraw Road
Hawthorne
BANQUETS - RECEPTIONS

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PINE RATHSKELLAR - ENJOY PRIVACY
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WOW!

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LADY OR NO LADY,
YOU'RE GOING TO
BE BOOKED FOR

REGLESS TRYING NOTHING!
I WAS POISING A MOUSE
THAT WAS IN THE
FRONT SEAT.



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• Low Glass •

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AND RADIO REPAIRS**
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PATTERSON, N. J.

"About Moore Service" ...

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New Jersey


...a Party??
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STEAK HOUSE
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Barrow Road
Northorne
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SALES DODGE
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