

The Journal - Patriot
 INDEPENDENT IN POLITICS

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handbills and similar printed matter, much of which was produced in local newspaper plants. Only 4.30 per cent was spent for radio, with the balance made up of expenditures of miscellaneous media.

Breaking the figures down, it was found that drug chains spent 82.24 per cent of their advertising dollar with newspapers, grocery chains spent 56.53 per cent and general merchandise and variety chains spent 51.35 per cent.

That is a testimonial to the character of the American press. No institution holds a higher place in the esteem of the American people. This is particularly true of the newspapers serving the smaller towns of the country, which are read from "cover to cover" by their subscribers—news, locals, advertisements and all.

Destroyer Of Jobs

Fire is a great and ruthless destroyer of jobs.

As Safeguarding America Against Fire, observes, "Crowds watching fire roar through a huge Midwestern factory were thrilled by the spectacular play of the flames as they engulfed the building, and the stubborn battle of the firemen. . . The employees of the plant who came to the scene on the following day were not thrilled by the smouldering ruins. They now saw what had actually taken place. They realized that their jobs had burned up!"

The loss of a job is a major tragedy to the individual involved. And it is a community tragedy as well. Everyone is directly or indirectly affected. When men are thrown out of work, their purchasing power stops or is vastly reduced. That means less business for the corner grocery, for doctor, lawyer and candlestick maker. It means that bills cannot be collected, and that rent goes unpaid. In many cases where men cannot find new jobs they must apply for relief, and become a burden to the taxpayers.

A burned factory no longer pays taxes, or does its part in support of community endeavors. The load must be distributed among others. There are cases on record where the destruction by fire of a community's only large industry has ended civic progress.

You can't insure against losses such as this. You can't make up for lost jobs, wealth, orders, taxes. What fire takes from us is gone forever—it is utter and complete economic destruction. Fire prevention is a cause in which every one of us should enlist—and there's no better time for joining the fight than during Fire Prevention Week, which is to be nationally observe dearly next month.

Borrowed Comment

WISE WORDS OF SAFETY
(The Renfro Herald)

Ronald Hocutt, director of North Carolina's highway safety division, issues a most timely statement on public highway safety in connection with the opening of schools for the fall term. New hazards to life and limb are created all over the State, he points out, by thousands of children walking along the highways to and from school, to points where school buses stop, or across streets in order to reach city schools.

The work of school safety patrols in the many schools where these operate is commended by Mr. Hocutt, who urges that the children keep fresh in their minds all the way home the lessons learned in classroom or on campus. He also commends the organization of school bus patrols to help the drivers in safety loading and unloading these vehicles. But the director does not merely urge the lesson of safety upon the children, bus drivers and teachers, he has a few words to say to all drivers, and they are apt and pointed enough to justify repetition herewith:

"All automobile drivers should have added care during these months when hundreds of thousands of children are on streets and roads. It does not take much time to do as the law requires, which is to slow down when nearing a school, particularly in the morning and afternoon when children are going to and from school. The added caution may prevent a terrible tragedy.

"In case of school buses, the law requires that every vehicle be brought to a full stop, during loading and unloading, and until the bus is again moving. This is commonsense and I feel sure that every motorist will cooperate.

"With the help of every child, parent, teacher and driver, we can make these school months the safest ever. Scores of children can be saved from death and injury and I know that every North Carolinian will work to bring this about."

Director Hocutt is patently being a rank optimist when he says "I know that every North Carolinian will work to bring this about." There are too many bad drivers in North Carolina who think they are good drivers and not liable to lessons on safety for any such happy result. But some of them might be reached, hence those who labor for sensible safety labor on hopefully.

ASK THE MOTHERS
(Montgomery (Ala.) Advertiser)

Ask the mama of a boy old enough to bear arms what she thinks of war, and she won't hesitate a moment to tell you—unless she lives in Germany or Italy. No mother will hesitate to express an opinion where the interests of her boy babies are concerned—except, of course in the lands of the dictators. In Hitlerized countries not even mothers dare to speak.

Warns Of Danger Spots In Protection

"Eighty per cent of all damage to homes from weathering makes its beginning normally in what the painter refers to as 'danger spots,' says Hill Carlton, of the local Sherwin-Williams store. These areas are: in and around window frames and doors, roofs, cornices, porches and porch pillars. Most of this damage occurs during the winter months, and its progress generally results from paint failures at these points. When decay does set in, it generally spreads to surrounding areas with costly damage to siding and even interiors.

Mr. Carlton pointed out that these danger spots can be likened to tooth aches, which, when neglected also spread to cause serious trouble. Taking care of the danger zones on a building does not always involve a complete repainting job, but if the house or other structure is being repainted in the Fall, the owner should see that his paint contractor gives special attention to those areas where damage so often begins. Leaks in roofs or gutter drains should be repaired first, if they occur. Older roofs, whether shingle or composition, can be put in first class condition with roofing compounds and paint. Open crevices in window sills or cracks in pillars should be filled with special caulking compounds to check moisture seepage. A repainting of all sash, trim and doors is then advised. If a good quality of house paint has been used it may be washed, to give the whole house a fresh appearance. If, however, the paint job is old or in poor condition, a complete repainting of the entire house will be necessary. Painting in the Fall will not only give the home fresh beauty, but will also protect it against winter weathering.

HIGH YIELDS

Samples from the high-yielding corn crops being produced by Johnston County 4-H corn club members this year will be on exhibit at State and county fairs.

DRIVE

One of the main objectives of Extension Service workers in Edgecombe county in the coming year will be a milk cow on every farm so that each family may have an adequate milk supply.

MORE INCOME

Sturdy county farmers realize that the new milk plant about to be opened in Albemarle will offer a stable source of income throughout the year, says Farm Agent J. E. Wilson.

COMPLYING

Compliance reports indicate that 90 per cent or more of the Harnett County growers having an excess of cotton are bringing their acreage within the allotted figures.

GRADING

Tobacco grading demonstrations conducted in Wilson county this year created a great deal of interest among growers who expressed themselves as deriving valuable information for future use.

ADMINISTRATOR'S NOTICE

Having qualified as Administrator of the estate of W. M. Bare, late of Wilkes county, N. C., this is to notify all persons having claims against said estate to present them to the undersigned, whose address is Wagoner, N. C., daily verified, on or before the 28th day of August, 1940, or this notice will be placed in bar of their right to recover. All persons indebted to said estate will please make immediate settlement.

This 28th day of August, 1939.
 JACOB BARE,
 Administrator of the estate of W. M. Bare, dec'd. 10-2-6(m)

ADMINISTRATOR'S NOTICE

Having qualified as Administrator of the estate of Mrs. L. E. Forrester, deceased, late of Wilkes County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Goshen, North Carolina, on or before the 14th day of August, 1940, or this notice will be placed in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 14th day of August, 1939.
 RUTH F. HOLDER,
 Administrator of Mrs. L. E. Forrester, deceased. 9-18-6(m)

NOTICE

By virtue of a Judgment of the Superior Court of Wilkes County, foreclosing and appointing substitute Trustee, in two Deeds of Trust, recorded in Book 165, Pages 46 and 48, in the case of T. E. Gray, Administrator, of Bryant Gray, deceased, and Gertie Gray against Chester Mathis and wife, Knoba Mathis, the undersigned Substitute Trustee will on Saturday, October 14th, 1939, at two o'clock P. M. at the Court House door in Wilkesboro sell at public auction to the highest bidder for cash the lands described in said Deeds of Trust as follows:

Beginning on a Black Gum, and running East 35 poles to a Chestnut; thence South 70 degrees East 155 poles to a Chestnut on top of a mountain by a path; thence South 14 degrees West 18 poles to a forked Chestnut; thence South 14 poles to a Chestnut; thence South 40 West 46 poles to a Pine by an old path; thence South 16 degrees West 56 poles to a Locust, on top of the mountain. Spach Brothers' corner, now Sherman Jolly's corner; thence South 30 1/2 West with this line 98 poles to a Poplar stump, pointers marked; thence West 91 1/2 poles to a Post Oak, L. M. Jarvis' Southeast corner; thence North with his line, and N. T. Jarvis' line 272 poles to the beginning. Containing 200 acres more or less.

For full description see records cited above.

This the 9th day of September, 1939.
 CHAS. G. GILREATH,
 Substitute Trustee.

10-2-4t. (m)

NOTICE OF SALE OF LAND

By virtue of the power of sale contained in a certain Judgment or Order from the Superior Court of Wilkes County appointing the undersigned Commissioner to sell land for division in the case of C. H. Souther versus Leonard Souther, et al, the undersigned Commissioner will expose to sale at public auction to the highest bidder for cash, at the Courthouse door in Wilkesboro, North Carolina, on the 16th day of October, 1939, at twelve o'clock, noon, the following described lands, lying and being in Wilkes County, Lovelace Township, and more particularly described and defined as follows:

Certain tract of land in Lovelace Township, adjoining the lands of J. D. Hollar, Pinkney Gregory, County Line, and others, and bounded as follows, namely:

On Dehart Creek Waters, Caley's and Hunting Creek, containing 96 acres. BEGINNING on a large white oak near the Hoople Spring and running S. 76 deg. W. 89 poles Harkness line to a poplar; thence S. crossing the hill down a hollow, crossing the branch 110 poles to a chestnut tree in the old County Line; thence E. of said County Line, crossing Dehart Creek 140 poles to two small maples; N. 112 poles to a stake W. 102 poles to the beginning, containing 96 acres, more or less.

SECOND TRACT:

Another 25 acre tract adjoining the first tract and being a part of the L. C. Souther lands, and for metes and bounds of the 25 acre tract recorded in the Register of Deeds office for Wilkes County to L. C. Souther.

The above described lands will be sold subject to the confirmation of the Court, and the bidder will be required to deposit ten percent (10%) of the amount of his bid on the day of the sale, which will be applied on the purchase price if he becomes the purchaser; otherwise, said amount will be returned to the bidder.

This the 16th day of September, 1939.
 ELEANOR SMOAK,
 Commissioner.

"Marriage is no good. Jack stopped kissing me right after the ceremony."
 "He must be a poor husband."
 "Oh, but Jack isn't my husband."

TAXI SERVICE
 Call Whittington Cabs
 Telephone 447

YOUNG MAN.. TAKE A TIP FROM THOSE WHO KNOW A REAL SHOE WHEN THEY SEE ONE.. OF COURSE THEY WEAR CITY CLUBS!

City Clubs
 AS FEATURED IN Esquire
 Come in... See them
 ... Try 'em on!

\$4.95

Payne Clothing Company
 North Wilkesboro, N. C.

SEE IT OCT 14 AT YOUR LOCAL CHEVROLET DEALER'S

New 1940 CHEVROLET

Eye it Your own eyes will tell you it's longer, larger, more luxurious... a much bigger car overall!

Try it Your own tests will tell you it's the most thrilling performer in the entire low-price field!

Buy it Your own pocketbook will tell you it gives more value for every dollar of its remarkably low price!

"Chevrolet's FIRST Again!"

Newspaper Advertising Leads

Despite the appearance of other advertising media, the newspaper remains the most productive channel whereby industry can reach the buying public—and industry is fully aware of that fact.

A recent survey well illustrates the sustained popularity of newspapers among advertisers. The survey was made by four national associations serving chain stores, and covered 138 representative systems operating more than 33,000 stores, coast-to-coast, and having annual sales well in excess of \$3,000,000,000.

During the typical year covered by the survey, these companies spent more than \$65,000,000 for advertising, an average of \$1,754 per store. Almost 58 per cent of the money was spent with newspapers. A little less than 10 per cent was spent on

PENNY FOR PENNY YOUR BEST CIGARETTE BUY

By burning 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them—CAMELS give a smoking plus equal to

5 EXTRA SMOKES PER PACK!

CAMELS

MORE PLEASURE PER PUFF—MORE PUFFS PER PACK

CAMELS

LONG-BURNING COSTLIER TOBACCO