

# The Journal - Patriot

INDEPENDENT IN POLITICS

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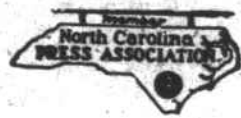
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## Sales Institute Should Be Valuable

The Sales Institute to be conducted here under auspices of the Wilkes Chamber of Commerce should prove of value to the sales personnel who attend the sessions, to their employers and to the general public.

The profit motive may be the basic reason for a retail establishment, but if the motive for profit is the only reason for running the business, and if it serves no higher purpose than to make money, it is destined for dismal failure.

With the return of a buyer's market, courtesy is expected to return in dealing with the public.

From the layman's viewpoint, it appears that the person in a retail establishment should have a sound and earnest desire to serve customers, and to supply them with what they need and want.

A shoe salesman who deliberately sells a customer a misfit, or a pair of shoes which will not give any reasonable amount of service, can expect to lose that customer's future business. There have been numerous instances of making a sale under false pretenses and losing a customer's business for many years in the future. The same will apply in any line of merchandise.

Often a customer will express his opinion of a place of business. If it is favorable they usually mention that the people there make every reasonable effort to serve them with the kind of merchandise they need, and there are also comments as to the consistency of values received for money paid.

The Sales Institute is one of the major projects sponsored by the Trade Promotion committee of the Wilkes Chamber of Commerce and should pay dividends in increased business for merchants of the community and a greater measure of customer satisfaction throughout this trading area.

## Rural Library Stations Indication of Progress

The Wilkes Public Library's program of expansion by establishing book stations in central rural communities is a move which should ultimately result in better conditions throughout the county.

Reading is not only a tonic for the mind, but reading serves to occupy minds which could get into wrong channels and ultimately result in wrongdoing.

Reading is educational! Books acquaint the reader with conditions, real or simulated, throughout the world. Books open the reader's mind to broader conceptions of living. Books inspire better living. Books cultivate tolerance and democracy. Books broaden minds.

The program of the Wilkes Public Library, which has rendered excellent service for the past few years with direly inadequate funds, will place its facilities within reach of all the people in Wilkes county. The public is asked to cooperate with the books stations by taking care of the books, and by returning them promptly.

If the people realize the true facts, they will find that money spent for books, for clean recreation, for education, for the better things of life will in the long run reduce expenditures for courts, jails, prisons and the great public cost of every kind of crime and wrongdoing.

A manager of a large city government in North Carolina said here recently that

experience has shown that for every man paid for directing recreation one policeman could be dispensed with.

Books have a recreational and educational value that had long been ignored until the public spirited people found that there are too many uneducated, criminally inclined people with inferiority complex dangerous to society.

When you raise the standard of living and the level of intelligence of a citizenship, you destroy their inferiority complex, which so often results in crime and all griefs affiliated with crime.

## THE CAT LET OUT

(Charlotte Observer)

If any doubt remained that Russia is behind all of the Yugoslav and Bulgarian machinations against the independence of Greece, it was removed when the Russian member of the United Nations Balkans commission became the official spokesman of Yugoslavia.

Mark Ethridge had asked the Yugoslav liaison officer if the Yugoslav government approved the position of certain newspapers in demanding the detachment of Greek Macedonia and incorporating it into the Yugoslav federation.

At that moment the Russian member declared that Yugoslavia had no intention of answering that question.

The commission is supposed to be an impartial investigating committee. The Russian member is supposed also to be as impartial as the commission as a whole.

How, then, did he know what were the intentions of Yugoslavia about answering Mr. Ethridge's question?

He knew it simply because the Yugoslav policy is the Russian policy.

## THE EVERYDAY COUNSELOR

By Rev. Herbert Spaug, D. D.



Impulses can be highly dangerous. They should be carefully weighed, if possible before being acted upon. The nation was recently shocked over "the impulse slaying" in Albany, New York of eight-year-old Robert Wahrman. He was murdered by fourteen-year-old Carl De Flumer, who confessed to District Attorney Julian B. Erway that he had strangled "Bobbie" with a clothesline by hanging. He said that he did it by reason of an "impulse."

Much of our juvenile delinquency is done in obedience to a sudden impulse to do something exciting. A number of these young people with whose cases I have had connection, have admitted this to me.

We adults, if we are honest, can recall having had these impulses in our youthful days, and have yielded to come of them much to our sorrow and regret. Unfortunately, some of us have convenient memories, and fail to recall them.

The modern diet of movie, radio and comic magazine thrillers has much to do with whipping up this desire for excitement in our children. It challenges us to see that their time is occupied usefully and enjoyably, so that they do not fall victims to strange impulses. It also reminds us as parents to see that our homes are places to which our children like to come with their friends, and that we are there to greet them. Many a boy or girl wanders about because the home is empty. Father and mother gone. Where? That's one for you to answer.

Life is a struggle between good and evil. Impulses to do evil carry on over into maturity. We are all subject to them in every age. But every impulse should be examined in the light of reason and possible consequences. Usually we have time to do this, if we take it.

The ways of God are not usually hasty. God cannot be hurried in His plans. How we need to remember that in our impatience.

We have all read the advertising slogan, "Obey that impulse." Before we follow it, we must be sure that the impulse is for good, will not violate the laws of God and man, will not injure ourselves nor others. From my own experience, I have made more errors in haste than from any other cause. Many of you have done likewise.

Before we obey those impulses which so often come upon us with great suddenness, it is the better part of wisdom to pause for thought and ask, what will be the consequences of this act?

## ABNORMAL ABSURDITIES



By DWIGHT NICHOLS et al

### SPRING FEVER AGAIN—

Young lady here went to the courthouse and asked for a license. She was in the wrong plate and the clerk said: "Hunting or fishing?" "Neither one," she said, "I've been hunting long enough. I've got him now." And one man says he is carrying on a football romance with a wealthy lady, age 35; going to marry her and wait for her to kick off. . . . Goliath was the man that David rocked to sleep. . . . The father who was worried about his daughter's running around with a new doctor decided to feed her an apple a day. . . . And a spring poet comes along with this:

For two to live as cheaply as one is really no great feat, if one agrees to wear no clothes and the other does not eat.

For women, secrets are divided into two classes: not worth keeping, or too good to keep. . . . At \$1.98 a certain kind of shirt is a sweat shirt. At \$18.95 it is a perspiration garment. . . . She may have been the light in his life, but she went out too much. . . . And somebody else said that the honeymoon is over when the breakfast nook won't hold but one at a time. . . . After all, we should be interested in the future, because that is where we'll spend the rest of our lives.

WHAT RELIEF DID—  
Relief Roller—I want to register a complaint against the meals.  
Manager—What is it? Wasn't the caviar good?  
Relief Roller—it wasn't that. What we object to is having to work six hours and being allowed only three hours for meals. We think it should be the other way round.  
Teacher, in grammar class—Willie please tell me what it is when I say I love, you love, he loves.  
Willie—That's one of them triangles where somebody gets shot.

TRY IT SOMETIME—  
Cowboy: Getting your saddle on backwards, aren't you?  
Dude Rancher: That's all you know about it, smarty. You don't even know which way I'm going.

Rowan County is now one of the state's leading growers of purebred Hampshire hogs.

Eighteen Moore County 4-H Club boys will take Beekeeping for their project this year.

State 4-H Club Week, formerly called "Short Course," will be held at State College, August 18-23, it has been announced.

## William A. Nichols Funeral On Thursday

Funeral services for William A. Nichols, age 86 years, 11 months and 4 days, who passed away early Tuesday morning at his home near Millers Creek, were held Thursday, 11 A. M., at Pleasant Grove church near Buck. The officiating ministers were Rev. Edd Hayes, Rev. J. L. A. Bumgarner, Rev. L. B. Murray, and Rev. S. N. Bumgarner. Pall bearers were grandsons of the deceased.

The beautiful and many flowers were carried by granddaughters and nieces. Music was rendered by Pleasant Grove Junior quartette with Mrs. Mac Nichols pianist.

He was born in Wilkes County April 28th, 1860, a son of Anderson and Katherine Nichols. On December 20th, 1892, he was united in marriage to Mandy A. Nichols, of Wilkes county.

To this union eight children were born. His wife and six children survive: Mrs. Charlie Faw, Wilkesboro, Route 1; Fred H. Nichols, Beckley, W. Va.; Mrs. Spencer Bumgarner, Wilkesboro; Winfield Nichols, Wilkesboro, Route 1; Coleman Nichols, North Wilkesboro; Mrs. Parks Marsh, Wilkesboro. Two children preceded him in death, Neta and Urea Nichols. He also leaves twenty-five grandchildren, thirteen great-grandchildren, one brother, James Binam Nichols, of Buck.

He joined the church in early manhood and remained a faithful member until the end. He was one of the county's oldest citizens, loved and respected by all, had a smile for everyone.

He'll be greatly missed in the home and community, but we feel our loss is his Heavenly gain.—Contributed.

State 4-H Club Week, formerly called "Short Course," will be held at State College, August 18-23, it has been announced.

## NOW OPEN THE BARGAIN CENTER

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## To Give Bible And Play At Clingman

There will be a presentation of a Bible and National colors at Clingman school, Sunday, April 13, at 2 p. m. The program will be sponsored by Dennyville Woodmen World Camp No. 366. Rev. R. R. Crater, Ronda, will present the Bible and S. O. McQuire, of Elkin, will deliver the presentation address of National Colors. Boy Scout Troop No. 91, of Ronda, will assist in the program.

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