

THE ELKIN TRIBUNE

AND BLENDED RECORD

Published Every Thursday, by
ELK PRINTING COMPANY, Inc.
Elkin, N. C.

THURSDAY JUNE 8, 1933

Entered at the post office at Elkin, N. C., as
second-class matter

C. S. FOSTER, President
H. F. LAFFOON, Secretary-Treasurer

SUBSCRIPTION RATES, PER YEAR
In the State, \$1.50 Out of the State, \$2.00

If the Chicago Exposition is a success, we shouldn't forget to give due credit to Arcturus.

Now that Uncle Tom's Cabin is being revived in New York, there will be plenty of weeping over Little Eva.

You couldn't want any better evidence that Mr. Douglass would make an excellent Secretary of the Treasury than that Huey Long disapproves of him.

Having demonstrated on various occasions how the world has deteriorated, Chicago ought to be applauded when she undertakes to show how the world has progressed.

Suggestion: Some competent instructor could make good money teaching tap-dancing to husbands who must stand on street corners waiting for their wives.

Down at Abernethy's Drug Store they are selling double-compacts at a price. Browning explains that they are meant for two-faced women.

Forest Coupons

Figures compiled by the United States Department of Agriculture tell an interesting story about the value of North Carolina forests. No less interesting is the study of the possibilities in conserving and increasing this great state asset through intelligent management.

Among the Southern states, North Carolina stands first in value of farm timber harvest; first in per cent of farm area in woods, and fifth in area of all farm lands.

In the nation this state stands third in value of farm timber harvest; third in per cent of farm area in woods; third in area of farm woodland, and twenty-first in area of all farm land.

The income per acre from North Carolina farm woodlands, in 1929, averaged \$1.82, while in Tennessee it reached \$2.40, in Maine \$3.53 and in New York State \$4.47.

Income per farm family from the farm woods amounts to \$54.10. In this we rank above South Carolina with \$36.88 and Tennessee with \$53.00, but below Virginia whose average was \$70.50.

In New York where forestry has been taking first rank among farm problems, the average forest income per farm family jumps to \$101.74, in Massachusetts to \$116.46, and in Maine \$202.88.

If you are the owner of a boundary of dirt, big or little, we insist that you read those figures over again, and then ascertain for yourself what part of the \$15,184,145 paid for farm timber products three years ago went into your pocket.

The yearly average value of cut farm-timber may be more or less than this, but fifteen million bucks is a considerable sum in the way of coupons clipped from the forests. Thanks to the foresight and intelligence of our state officials, much of this coupon-clipping is done intelligently, yet it must be admitted that a lot of it is done with utter abandon and in flagrant disregard for the permanency of this income.

President Roosevelt is doing this nation his greatest service in accentuating the importance of our forests. We are a nation of wastrels in nothing so much as in our treatment of our timberlands. Because the trees are here in abundance we rape the woods like a glutton. But we will learn our lesson by paying a dear price for experience. If we would stop to consider the methods used in Europe, and apply them here, we would not even have to wait for our children to do what we are too stupid to do ourselves.

When we come to give our forests the same thought and attention that we give to any other growing crop, then and not until then, may we consider that we are doing our duty to ourselves and to posterity.

Facing A Fight

The campaign in North Carolina to repeal the Eighteenth Amendment bids fair to throw the state into turmoil again. The dry element in the state has been smarting under the apparent overwhelming victory of the wets at the last election, and with their backs to the wall, we may prepare to see the fur fly.

Neighborhoods include those who are consistently and conscientiously for and against repeal; families that are fundamentally dry for one reason or another are equally divided, and the state's dominant political party will have a hard time making up its mind where to jump.

The Young People's Democratic clubs of the state will bear the brunt of the first fight, if the leaders attempt to take a stand for repeal, with the prospect of disrupting this important factor for Democratic success.

Those who undertook to measure the sentiment on repeal in this state by the results of the last election, may have to revise their conclusions considerably, as the campaign progresses.

But the tragedy of the whole matter is in the bitterness that always follows a conflict by those cloaked in the spirit of the crusader.

Political Injustice

If The Tribune should let you in on the ground floor and sell you its weekly visits for the year for fifty cents less than your neighbor is paying, it would be good business on your part to promptly accept the proposal.

The House of Morgan made this sort of proposition to a select list of customers, in offering securities and stocks at cost and considerably less than the market price. Most of them accepted the favor, unmindful of the kick-back that has been so pronounced during the investigation that has been going on in Washington.

Our offense would be in giving you an advantage over your neighbor, and yet if he was getting full value for his money he'd have little right to kick. And when one analyzes the Morgan favors on their face, there is right much of parallel in the two cases.

The difference is in the motive: We'd hardly expect you to become over-zealous in our behalf because of the fifty cents; but in the light of past ways of big business, Mr. Morgan would hardly expect his courtesies to go unrewarded in a pinch. But at best he only takes a gamble on his man. He may be in for deep disappointment.

All of which is only leading up to our conclusion that much of the fuss that has been raised about Secretary Woodin, Ambassador Davis, et al. for cashing in on the Morgan offers, is misdirected and is working a definite injustice to these gentlemen, and impairing their service to their country.

Mr. Woodin, for instance, is a man of wealth, a depositor in the Morgan institution, and in taking advantage of a bargain offer that he felt would net him a profit, he did no unpardonable sin—no more so than the man who saves half the price of a pair of suspenders at a fire sale.

If Mr. Woodin was a good man for the post of Secretary of the Treasury, the purchase of stock or securities at bargain prices does not necessarily render him incompetent to fill that great office.

Political adversaries may be depended upon to inflame the public mind, just as they are trying to discredit the present administration about the purchase of toilet kits for the forest army. The kit purchases were ill-made and too hastily arranged, but there is nothing about the matter to indicate graft.

What this country needs, in addition to a good two-for-a-nickel cigar, is to cut out the political yes-yes and use a little common sense. Mr. Hoover suffered tremendously from this nagging and Mr. Roosevelt is in a fair way for equal injustice.

Price Levels

You cannot pick up a daily paper these days that does not record some step forward in the march of progress. The steel industry, which is recognized as the trade barometer for the nation, is fast getting back to normal production levels; the textile mills of the industrial southeast are producing cotton goods in greater volume now than during the past several years.

Cloth market conditions are favorable and as the price advances the cotton farmer shares with the manufacturer in the benefits. According to reliable information, cloth stocks in the warehouses are rapidly being depleted, and there is no longer justification for the bug-a-boo of over-production.

It is a queer paradox to the man who may still be working at a decreased wage, to find himself pleased with higher price indications for the things he has to buy, yet it is written in the stars that an ascending market will eventuate to his own good.

Frugal buyers, watchful of the family budget, will do well to study and heed the lesson that may be learned from this renewed activity. It is commonly accepted that commodity prices recently have been the lowest in many decades; the bottom has been reached and in the climb upward, intelligent buying will bring its own reward.

Elkin merchants have always carried comprehensive stocks of merchandise, and even in the sluggish business period, kept their shelves and counters plentifully furnished. They continue to give their customers the advantage of low cost prices, and each week through The Tribune, carry messages worth the reader's while to read.

Ten cents or ten dollars saved by careful buying now, will help mightily to hold the average down as prices continue to advance.

A Lost Cause

Those who profess to believe that any sort of general disarmament will result from the London Economic conference, are only whistling to keep up their courage. If disarmament eventuates it will surprise many political leaders in America, although the administration is doing all in its power to reconcile European differences and bring it about.

Geneva, of course is the point of final decision, but in the conference at London, where world economics will be discussed, the failure or success of the movement will be determined.

All of the nations are giving lip service to the plan. High-sounding statements favoring disarmament in the interest of the over-burdened taxpayers come from every seat of government but when it comes to agreeing on the fundamentals of disarmament there is nothing doing.

National self-interest comes first in the minds of the world statesmen, and these interests are so conflicting, that we may as well consider world disarmament a lost cause.

We confess to much relief that Mr. Morgan did not include our name among those of his preferred customers. It might have hurt our standing in the local chitlin' club.

Member that inspiring old ballad: "After the Fair is Over, What Will Chicago Be." School teachers hope she won't be busted, we reckon.

A Fine Idea

By Albert T. Reid

Mr. Taxpayer Speaking -

"I'M ALWAYS WILLING TO DO MY SHARE, - BUT I NOTICE YOU ALWAYS FORGET YOUR FAT SALARY WHEN YOU ARE DEALING OUT TAXES. HERE AFTER, YOU CHIP IN LIKE THE REST OF US, AND SEE THAT ALL OTHER PUBLIC OFFICIALS CHIP IN, TOO - - OR ELSE - -"



BRUCE BARTON

... writes of "THE MASTER EXECUTIVE"

Supplying a week-to-week inspiration for the busy-headed who will find every human trait paralleled in the experiences of "The Man Nobody Knows."

POWER IN WORDS

If you were given the task of advertising to the world that God cares enormously for one human life—no matter how wayward and wrong the life may be—how could you phrase a message more memorable than the parable of the lost sheep? How simple; how sincere; how splendidly crisp and direct Jesus told it. Benjamin Franklin in his autobiography—that first great American "success story"—tells the process through which he went in acquiring an effective style. He would read a passage from some great master of English, then lay the book aside and attempt to reproduce the thoughts in his own words. Comparing his version with the original, he discovered wherein he had observed the thought, or wasted words, or failed in driving straight to the point. Every advertising man ought to study the parables of Jesus in the same fashion, schooling himself in their language and learning the four big elements of their power.

First of all they are marvelously condensed, as all good advertising must be. Charles A. Dana, once issued an assignment to a new reporter on the New York Sun, directing him to confine his article to a column. The reporter protested that the story was too big to be compressed into so small a space.

"Get a copy of the Bible and read the first chapter of Genesis," said Dana. "You'll be surprised to find that the whole story of the creation of the world can be told in 600 words."

Two men spoke on the battleground of Gettysburg sixty years ago. The first delivered an oration of more than two hours length; not one person in ten who reads this page can even recall his name. The second speaker uttered two hundred and fifty words, and those words, Lincoln's Gettysburg Address, are a part of the mental endowment of almost every American.

Many noble prayers have been sent up to the Throne of Grace—long impressive utterances. The prayer which Jesus taught his disciples consists of sixty-eight words, and can be written on the back of a post-card. Many poems and essays have been penned by writers who hoped that they were making a permanent place for themselves in literature; but the greatest poem ever written consists of one hundred and eighty-eight words. It is the Twenty-Third Psalm.

WEAKNESS OF GENERALITIES

"When you are going about your business, be as kind as you can. Be thoughtful of the other travelers on the highways of life. Take time to look for those who have fared less fortunately; lend them a helping hand whenever you can."

I say Jesus might have uttered such generalities. But if He had, do you suppose that they would ever have been remembered? Would the disciples have recorded them? Would our age ever have heard His name? He was far wiser in the laws and

habits of the human mind. Instead of the commonplace phrases written above, He painted this striking picture:

A certain man went down from Jerusalem to Jericho and fell among thieves.

There's your illustration and your head-line. If you had lived near Jerusalem or Jericho; if you often had occasion to use that very road, wouldn't you want to know what happened to that unfortunate traveler?

"They stripped off his raiment," the parable continues, "and wounded him and departed, leaving him half dead." Pretty soon a priest came by and seeing the victim said to himself: "That's a shameful thing, the police ought to do something about these outrages." But he crossed over carefully and passed by on the other side. A certain respectable Levite also appeared. "His own fault," he sniffed, "ought to be more careful." And he too passed by. Then a third traveler drew near, and stopped—and the whole world knows what happened. Generalities would have been soon forgotten. But the story that had its roots in every-day human experience and need, lives and will live forever. It condenses the philosophy of Christianity into a half dozen unforgettable paragraphs. The parable of the Good Samaritan is the greatest advertisement of all time.

Take any one of the parables, no matter which—you will find that it exemplifies all the principles on which advertising text books are written. Always a picture in the very first sentence; crisp, graphic language and a message so clear that even the dullest can not escape it.

Here is another one:
What Happened to the One Lost Sheep

What man of you, having a hundred sheep, if he lose one of them, doth not leave the ninety and nine in the wilderness, and go after that which is lost, until he finds it?

And when he hath found it, he layeth it on his shoulders rejoicing. And when he cometh home, he calleth his friends and neighbors, saying unto them, "Rejoice with me; for I have found my sheep which was lost."

I say unto you, that likewise joy shall be in heaven over one sinner that repenteth, more than over ninety and nine just persons which need no repentance.

Local Man Is In Automobile Wreck

Losing control of his automobile in the vicinity of the local airport, S. C. Hudspeth, local man, was painfully injured Sunday morning when the machine toppled over an embankment.

Alone at the time, he succeeded in making his way to the highway and was brought to a physician's office by a passing motorist. His injuries consisted of bruises and lacerations.

The car was badly wrecked.

Use Native Fuel In Large Industries

Industrial plants along with homeowners and school officials have learned that wood is an excellent fuel and may be used with economy and effectiveness under present business conditions.

"The experience of the Statesville Cotton Mills is a good example of this," says R. W. Graeber, extension forester at State College. "This plant operates large boilers, fired in four units and designed for coal. They must have a minimum steam pressure of 110 pounds during the day but the mills have found it advantageous to turn to wood as a fuel. For the past ten months these mills have been using wood with satisfaction and at a great savings. They began firing with wood to test out the claim that the material could be used in industrial plants. The results were entirely satisfactory. In addition, they have spent considerable money locally thus aiding in the unemployment situation."

Mr. Graeber says the Statesville plant has been using an average of 7 to 8 cords a day, consisting of a mixture of hardwood, mostly oak and hickory. One and one-half cords of this mixture has been equivalent to one ton of coal. The plant is paying \$2 a cord for wood against \$3.87 a ton for coal. The daily saving has been approximately \$4.00.

In planning to use wood for fuel the Statesville organization first made an agreement with a group of farmers so that the fuel would be delivered regularly. The fireman says he has had no trouble in keeping the necessary head of steam.

Mr. Graeber says that 50 million cords of wood could be removed from North Carolina woodlands by a proper system of thinning and cutting and that the remaining trees would be benefited by such a removal.

Wilkes Boy Killed In Cutting Affray

Clyde Anderson, 18, of Wilkesboro, route 2, was fatally injured Sunday night when he was stabbed in the arm by Royal Holland, a neighbor, in an affray. An artery was severed.

Taken to the Wilkes hospital immediately after the affray, Anderson lived only a short while, dying early Monday morning.

Holland went to Wilkesboro after learning of Anderson's death and surrendered to Sheriff Somers. It is not known what started the fight.

Federal Men Take Four At Distillery

Four men were taken into custody Thursday by federal prohibition agents when they were caught at a distillery place in the Traphill section. The still was not in operation, but the materials indicated they were getting ready to begin operation.

The four men were Harrison and Guy Billings, W. C. Brooks and Walter Parks. They were given a preliminary hearing before United States Commissioner J. W. Dula and filled bond of \$500 each for their appearance at the next term of federal court.

Agents H. C. Kilby, D. C. Dettor and R. E. Privette made the arrests.