

# LOCAL NEWS

Mr. Sanford Call, of Roaring River, Route 1, was a visitor in the city Wednesday.

Miss Florence Marlow, of Gilkesh postoffice, was a North Wilkesboro visitor this week.

Mr. G. T. Bare, proprietor of Bare's Fair Store, has returned from a buying trip to Baltimore.

Mr. and Mrs. Eugene Reavis, of Brasby Mountain township, were in the city several hours Wednesday.

Mr. F. C. Armes, resident of the Ahebar community, was in the city today looking after business matters.

Judge J. A. Rousseau, who is building a new court in Greensboro, was in the city Wednesday.

Miss Hazel Brame, returned from a buying trip to Winston-Salem Wednesday.

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Mr. and Mrs. Walter Spicer, who have been making their home in Wyoming for about 35 years, have been visiting relatives in the Benham community during the past few weeks.

Mr. and Mrs. William E. Rush, of Boone, announce the birth of a son, Billie Gene, on January 22. Mr. Rush, a former employe of the Wilkes Journal, now holds a position with the Watauga Democrat.

Mr. J. B. Carter, who was seriously hurt when a boiler exploded in the office of the Oak Furniture company several weeks ago, continue to improve at The Wilkes Hospital, where he is receiving treatment.

Mr. Richard Johnston, son of Mr. and Mrs. A. B. Johnston, of this city, who is a member of the senior class at the University of North Carolina in Chapel Hill, has recently been elected president of his fraternity, Alpha Tau Omega.

Elizabeth Johnson has returned to Mars Hill College after a visit here with her parents, and Mrs. Jay H. Johnson.

John Rhodes, of Rhodes Furniture company, attended the furniture exposition in High Point Wednesday of last week.

Mrs. Morris Brame and daughter, Miss Hazel Brame, returned home in Winston-Salem Wednesday after a week's visit here with relatives.

A. L. Griffing, popular manager of the J. C. Penney store here, attended a meeting of Penney store managers in Greensboro Tuesday.

W. G. Gabriel, manager, Charlie Hudson, Mrs. Nell Johnson and Miss Clara Eller, of the department store here, had business visitors to Charlotte yesterday.

Miss Jean DeLaney and Mr. Frank Levy, both of Charlotte, were in the city Wednesday.

Mr. and Mrs. Russell G. Jones, Miss DeLaney is a sister of Mrs. Hodges.

Mr. C. G. Day, president and general manager of Rhodes-Day furniture company, returned Wednesday night from a buying trip to the furniture exposition at High Point. Messrs. D. E. Elledge and Clay Elledge represented the Rhodes-Day company.

Medicated in ingredients of Vicks VapoRub CURE COUGH DROP

WANT ADS

White gold ring with black set. Reward for return to Journal-Patriot office. 1-30-11-pd.

WOOD 4-ROOM HOUSE FOR sale cheap. See Home Chair Co. 1-30-11

WANTED—1,000 Suits, Coats and Dresses to Dry Clean and Press per week, at 35c each. League's Dry Cleaning, 10th Street. 12-9-11

SALE—Eight-room house, with basement; all modern conveniences; good garden; fruit trees; splendid community. Will sell now at a bargain. Phone 396-J. J. R. Henderson, North Wilkesboro, N. C. 1-23-11

GET in touch with small number of farmers or poultry raisers that will raise and keep 200 or more barred rock hens to furnish hatchings for next season at a guaranteed price of 40c per dozen. Wilkes Hatchery, North Wilkesboro, N. C. 2-13-4t-(T)

Headquarters FOR MEN AND BOYS ABABERS

66 Checks COLDS and FEVER first day HEADACHES in 30 minutes

Shaw School Of Beauty Culture

Modern up-to-date school of complete course for \$50.00

Approved and accredited by State Board. Write for details.

BOX 46 Wilkesboro, N. C.

UCC Leads Way With Credit Plan

Eight years ago the Universal Credit Company began its history as an important factor in the commercial, financial, and industrial life of the nation—a specialized financial institution created for the exclusive purpose of providing a stabilizing factor in financing the time sales of Ford cars and trucks. The company has made sound and substantial progress ever since inception.

During this comparatively brief but disturbed period in the economic history of the United States, Universal Credit Company has financed the purchase of new Ford cars and used cars sold by Ford dealers exclusively to the motor-buying public of America in the amount of more than one and a half billion dollars, serving a total of more than 2,600,000 Ford customers. Such, in brief, is the history of one of the nation's greatest financial service corporations.

These figures are indicative of the substantial contribution being made by Universal Credit Company to improve conditions. This record of volume places UCC among the foremost of American financing institutions.

UCC has been repeatedly responsible for the reduction of finance costs for Ford buyers. The large volume of business developed has made possible constantly improved plans, providing courtesy, and economy for the Ford purchaser desiring to buy out of income.

UCC again follows with the lowest and best plans it has ever offered.

Under the new UCC Plans, after the usual low down payment, the Ford buyer can purchase his Ford car anywhere in the country on instalments of only \$25.00 a month.

The cost of this extension of credit is only 1-2 of 1 per cent per month on the original unpaid balance and insurance. Convenient UCC charts show these finance charges which are computed by multiplying the unpaid balance plus insurance by 1-2 per cent per month (6 per cent for 12 months)—which is not simple interest but a multiplier for computation.

Where the \$25.00 per month plan is not used, and the Ford buyer wishes to vary the terms of his transaction, the cost is figured by multiplying the unpaid balance plus insurance by a multiplier determined at the rate of 1-2 per cent per month for the total number of months the transaction is to run.

The insurance provided in the New UCC Convenient Payment Plans protects the purchaser's car against fire and theft, collision, flood, windstorm, tornado, cyclone, hail, riot, and other elements of physical damage—complete protection against accidental physical damage to the car itself.

The major factor that makes the \$25.00 per month UCC low cost, easy payment plan possible is the great lasting value and public acceptance of the Ford V-8. More than 2,200,000 Ford V-8's have been sold in a period of four years (including two years, 1932-33, which covered the most difficult period of the late depression).

Ford V-8 performance, economy, and beauty in the past is the guarantee of Ford superiority and value in the future. Greater and greater value with each passing year has brought unequaled dollar value in the new Ford V-8 for 1934.

UCC is happy to have the opportunity to participate in the great Ford sales program for 1934 by providing plans at lower cost and with lower monthly payments for the purchaser who desires to buy out of income. This will make possible Ford V-8 ownership to thousands of new purchasers who were unable to buy in the past because monthly payments were more than their monthly budgets would permit. There is economy also because the new plans are less in cost to the time buyer and provide more safety for the purchaser's investment because of new features included in the insurance coverage provided with the plans. These lower costs, lower monthly payments on the New UCC Plans should materially increase sales by broadening the base of the Ford Time Payer Market. Increased consumer credit by Ford buyers will in turn be reflected in increased Ford production and payrolls, all of which means further forward progress in the march to recovery and prosperity. The importance of consumer credit in motor car sales, and what it means to general prosperity, is further emphasized when we recall that one out of every ten persons employed is connected directly or indirectly with the automobile business.

Every day people are returning to gainful employment. The increasing volume of time buying is evidence of the fact that with the return of employment comes the urge to buy necessary transportation representing true value in economy and quality.

Families buy Ford cars today as they have for thirty years because of outstanding value. Outstanding

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## Borah Outlines Planks In Progressive Battle For Republican Nomination

New York, Jan. 25.—Senator William E. Borah, of Idaho tonight expressed the view that "every old person 60 years or over deserves \$50 or \$80 a month as an old age pension" but that the Townsend plan was impractical.

In his first comprehensive exposition of his stand on a number of vital current issues since his name began to be mentioned for the Republican presidential nomination, the Idahoan called for:

Delegates to the national party convention instructed to frame "a living platform" that would "take care of the people as a whole."

A hands off policy for this country in international political embroilments.

Anti-lynching legislation if any

quality at low cost has made the new Ford the choice of millions.

"Ours is more than an exclusive credit institution serving Ford dealers and Ford purchasers," the Charlotte UCC branch manager, Mr. M. P. Garey recently stated. "We look upon the UCC as an active arm of the Ford sales force, charged with the duty of helping the Ford dealer and the Ford purchaser in many matters where credit is involved and which has such an important bearing on the merchandising of automobiles."

Another important sales function of the Universal Credit company which Mr. Garey brought out in our interview was the very important matter of goodwill.

"The buyer delights in dealing with an organization which gives him prompt and courteous treatment, that deals with him in absolute fairness, ever maintaining the high standard of its service—a service rendered with the thought constantly in mind of making a repeat customer of the buyer. This he becomes as the result of a natural appreciation for the value in the products and the sincerity of the manufacturer and the seller."

A truly helpful credit service with friendly treatment is the business philosophy behind UCC credit operations. The convenient terms and low cost and safety features offer Ford buyers real economy and safety through a company that serves the Ford

market exclusively. UCC plans are available to Ford purchasers at the Yadkin Valley Motor company, local authorized Ford dealers.

**Tips to Motorists**

Automobile drivers have been finding it difficult during the past few weeks to drive on slick snow and ice. Readers have suggested several little things that have been known to aid them in their driving task.

When stuck on ice pulling up the emergency brake about half way will help in that the brakes allow the wheels to turn slowly and the tires will grip the ice. Another suggestion is to let about half the air out of the tires or until they are somewhat slack. This will allow the tires to grip the ice more firmly.

**COSTS 10 DOLLARS TO SNORE IN DUNN**

Dunn, Jan. 27.—If you are a loud snorer to the extent that you bring about nocturnal disturbances, you are liable to arrest and a fine of \$10, according to the town ordinances of Dunn, under the heading "Public Behavior," Section 8. All your next door neighbors or some person in the same house with you has to do is call the cops and let them listen.

This peculiar law was brought out recently when a citizen made a complaint about his neighbor and produced the ordinance. The snorer as warned.

**WHITE PLAINS NEWS**

ROARING RIVER, Route 1, Jan. 25.—The people in this section are getting pretty used to cold weather, mud, etc.

The switch at the sub station blew out or was thrown out some way on Wednesday night of last week during the terrific wind and shut off all lights and power at both Roaring River and Cotton Hill.

A deer was seen by Roy Reece and Ted Alexander last Saturday morning. It was only a short distance from their home.

Mr. Howard Pruitt was called home from the C. C. Camp on account of the sickness and death of his mother, Mrs. Matilda Deborde Pruitt.

Miss Hazel Jordan, who has been in poor health for some time is not improving very much, we regret to say.

Mr. and Mrs. Jonah Porter visited Mr. Porter's mother, Mrs. Lodemia Porter, Sunday.

Mr. C. A. Swalm, who has been spending some time with his family, returned to his work near Yadkinville last Tuesday.

The people of this section were very sorry to hear of Mr. Watson Bryant losing his house by fire on Thursday of last week.

No improvement is noted in the roads through this section (except when they are frozen so one cannot sink in the mud).

When one begins to think of all tax money paid for good roads can they help but wonder where the money has gone?

Mr. and Mrs. Sam Parks visited Mrs. Parks' parents, Mr. and Mrs. John Anthony, Sunday.

**MANUFACTURERS PUSH DRIVE FOR SAFETY**

At a recent meeting of the Automobile Manufacturers Association the following ten-point program dealing with highway safety was adopted:

1. We will continue to build vehicles with every safety factor which intensive research and engineering ingenuity makes available.
2. We will merchandise our product under circumstances which emphasize the importance of safe construction, safe maintenance and safe use.
3. We will assist our dealers in keeping a constructive safety message before their customers and their communities.
4. We will encourage our dealers and service organizations to deliver cars, new or old, in safe driving condition, and only to persons legally entitled to use the public highways.
5. We will continue to support a sound, scientific approach to a solution of the traffic problem, believing that the same methods which have given America safe cars will protect their safe use.
6. We will work for highways of the highest quality, consistent with traffic needs and best adjusted to the safe use of the modern vehicle.
7. We will aid in the development and application of sound traffic regulations designed to gain maximum safety from existing streets and highways.
8. We will aid the school system in protecting the young and in developing good citizens conscious of their highway duties.
9. We will assist sound educational efforts through our own channels and through cooperation with other recognized safety educational agencies working for greater safety, economy and happiness in the use of the public highways.
10. We will cooperate with the police departments and other enforcement agencies in a vigorous selective program of traffic law enforcement, designed to remove the reckless from the highways, to curb the careless, and to protect the right of the good citizen to use the highways safely and free from molestation.

We now have a fresh supply of Korean lespedeza seed (certified). Low prices.—PEARSON BROS., North Wilkesboro, N. C.

## Summit News

SUMMIT, Jan. 25.—Misses Rosa Green and Mamie Miller spent Saturday night with Miss Mary Misset.

Mr. Corrie Green, of Todd, visited Mr. W. A. Bengt Saturday night.

Misses Nina Church and Eva Misset spent Sunday night with Mrs. Anna Bell Fiesnor.

Mr. Arnold Ford spent Saturday night with Mr. and Mrs. Coy N. Church.

Mr. and Mrs. Lee J. Church visited in the home of Mrs. Church's parents, Sunday.

Mrs. Anna Phillips visited Mrs. Nancy Misset Sunday.

Mr. N. C. Mikel and son, Joe Mikel, visited Mr. Luis Spears, Sunday morning.

Mrs. Laura Misset visited Mrs. Martha Mikel, Sunday.

## Dancing Classes Are To Commence Soon

Mrs. Richard Finley is organizing new tap and ballet classes to begin the first week in February. A class of pre-school little girls which will meet on Tuesday and Friday at 2:00—being organized.

A class of tap and acrobatic for grammar school boys, which will meet on Tuesday and Friday at 3:30. Then a class for business girls who are interested in exercising for health and grace—various phases of dancing and physical culture will be taken up in this class. They will meet at 5 o'clock on Tuesday and Friday. Anyone interested in any of these courses will please call Mrs. Finley at 14.

The first Saturday and first week of each month is visiting day at Mrs. Finley's studio, located on the 3rd floor of the Deposit and Savings Bank. Mrs. Finley said, "Come up Saturday and see us work."

## Snow Falling Today

Snow, which began falling here about ten o'clock last night and piled up to a depth of over one inch today at the time the newspaper went to press and indications pointed to still more snow.

## ORPHEUM THEATRE

**WILL ROGERS IN "OLD KENTUCKY"**

This is the first time in history that any picture has ever shown in North Wilkesboro for 5 days. Showing Hours—1, 3, 5, 7 & 9. Admission—Matinee 10 and 25c. Nite 10 & 25c.

**MONDAY & TUESDAY February 3 and 4**


**GINGER ROGERS in her finest performance "IN PERSON"**

With **GEORGE BRENT** Plus Comedy and News.

Watch our weekly ads for the best entertainment.

## You Can Always Save On Your Drug Needs at Horton's Drug Store

Order from your dealer



Coca-Cola is pure, wholesome, energy-giving refreshment...containing no artificial flavor or coloring.

There's no place like home...no place else where the pause that refreshes with ice-cold Coca-Cola fits in more naturally on so many occasions. Everybody likes it. Guests always welcome it. Order by the case (24 bottles) from your dealer.

**Coca-Cola Bottling Company**  
North Wilkesboro, N. C.

ICE-COLD COCA-COLA IS EVERY PLACE ELSE; IT BELONGS IN YOUR ICE-BOX AT HOME

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