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INDEPENDENT IN POLITICS

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MONDAY, OCT. 17, 1938

A large golf ball isn't the answer to our game. What we need is larger cups.—Philadelphia Inquirer.

It can hardly be said as yet that the stock market is right on the up and up, but nearly every day it is on the up and down and up.—Washington Post

Apple Week

The International Apple Association has set aside the week of October 31 to November 5 as "Apple Week."

Of course, the purpose of the event is to publicize the fruit which is so familiar in this section and to bring about increased consumption.

The matter is of vital concern to a great many people in this section, where apples are grown extensively for the commercial market.

During the past ten years growers of other products, and especially oranges, lemons and grapefruit, have by advertising and publicizing their fruit taken the big end of the fruit market. In fact they have progressed so rapidly that the apple grower must work fast and leave no stone unturned in efforts to get back the "apple's share of the national stomach."

It is now an accepted fact that orange juice is beneficial for babies and there is hardly a baby to be found at the age of six months which has not taken some juice from Florida or California oranges. That is one mere instance of publicizing the merits of fruit.

Apples are healthful and delicious food. But the merits of apples have not been publicized and as a result the American people are losing consciousness of the value of apples in the diet.

Apple Week would be a good occasion for Wilkes people to observe. Every home should make it a point to consume a bushel of apples during the week. The benefits from the increased market of apples will remain right here in Wilkes county.

Civilization has become so complex that whatever helps the people of your community helps you. So, regardless of whether or not you have grown any apples or have any to sell, why not have a hand in helping the apple market by eating a bushel during "Apple Week"?

Rural Electrification

A survey recently made revealed that 80 per cent of rural homes in North Carolina which have electricity are located in a third of the counties. It was interesting to note that Wilkes county was one of the top third.

We are pleased at the progress that has been made in building electric lines in Wilkes county. It shows a progressive spirit on the part of the people and a cooperation on the part of the Duke Power company. The people have really "gone after" electricity and in thickly settled communities they assisted in surveys and in obtaining pledges of prospective customers in numbers sufficient to justify the company in going ahead with plans for building lines, which represent a big investment.

It is earnestly hoped that other lines can be constructed soon. There remain several good communities where people live without advantages of electricity, and it is safe to predict that they will cooperate fully in their requests to the company for additional lines and extensions.

North Carolina counties in the "top third" in rural electrification progress are: Iamance, Alexander, Buncombe, Burke, Caldwell, Catawba, Cleveland, Davidson, Durham, Forsyth, Franklin, Gaston, Guilford, Harnett, Henderson, Iredell, Johnston, Lincolnton, Mecklenburg, Nash, Orange, Randolph, Robeson, Rockingham, Rowan, Rutherford, Sampson, Surry, Upton, Wake, Wayne, Wilkes, Wilson, and Yadkin.

A Creed For Management

The International Management Congress recently held in Washington offered a new "creed of management" which, in view of the demands of labor and criticism of business, expresses striking sentiments. The creed as formulated by Lewis H. Brown, president of the Johns-Manville Company, reads:

"We who are responsible for the management of industry in supplying the needs of the public for goods and services and who recognize our obligations to stockholders and employees, believe, "That we should constantly seek to provide better values at lower costs so that more of our people can enjoy more of the world's goods,

"That we should strive to develop the efficiency of industry so as to earn a fair return for the investing public and provide the highest possible reward for the productivity of labor,

"That we should stimulate the genius of science and utilize the methods of research to improve old products and create new ones so as to continuously provide new fields of employment for the present and coming generations,

"That management should encourage fair trade practices in business, which, whether effected by competition or co-operation, will be so shaped as to be for the best interest of our customers and of society as a whole,

"That it is management's duty to be alert to its own short-comings, to the need for improvement, and to new requirements of society, while always recognizing the responsibility of its trusteeship,

"That business in this country has never been what it could be and never what it yet will be,

"That Business, Labor, Government and Agriculture working hand in hand can provide jobs and the opportunity for all to work for security without loss of our liberty and rights as free men."

If every business man in America subscribed to that creed and acted according to its precepts most of our economic troubles would disappear.

Saving The Crop

Last year the Yadkin swelled to flood stage about this time of the year and destroyed several thousand bushels of corn and a greater amount was damaged.

Last week we noticed that some farmers who have learned a lesson from experience were engaged in harvesting corn from the river bottoms. The weather has been exceedingly dry, and corn, several farmers have said, has dried out more quickly than they have ever seen before.

Previous years have taught that the law of averages usually brings heavy rains about this time of the year. This year there may be no flood on the Yadkin, but the farmer who has his corn safely harvested will have nothing to fear from that course, flood or no flood.

"RECORDS AND RECORDS"

(The Christian Science Monitor)

The last few weeks have been quite a galaxy of records established, representing new achievements in various branches of human activity. The Queen Mary has made the quickest crossing of the Atlantic. Captain Eyston has traveled faster on land than any one before him. Gliders have broken national and international records for duration of flight, and the series of test matches between England and Australia has provided a number of surpassing feats on the cricket field.

The modern and widespread pursuit of records is not invariably a desirable, or an edifying practice; it sometimes degenerates into a pointless display of endurance, as in the case of pole-sitters, "marathon" preachers, to mention but a few, or it may display only eccentricity. Perhaps, indeed, it is cause for congratulation that there is not a greater variety of these attempts, considering how widely the term "record" may be stretched, in the fashion celebrated by the limerick that relates how:

There was a young fellow named Clover
Who bowled fifteen wickets in an over,
Which has never been done
By a parson's son,
On a Friday in August at Dover.

Exploits that advance the bonds of possibility, or that add to the sum of knowledge, need no defense; while as for records in connections with sport, one may say that they are but the incidental outcome of a rational activity, of an activity pursued not for a record, but for its own sake.

**Relief Costs Up
For Past Month**

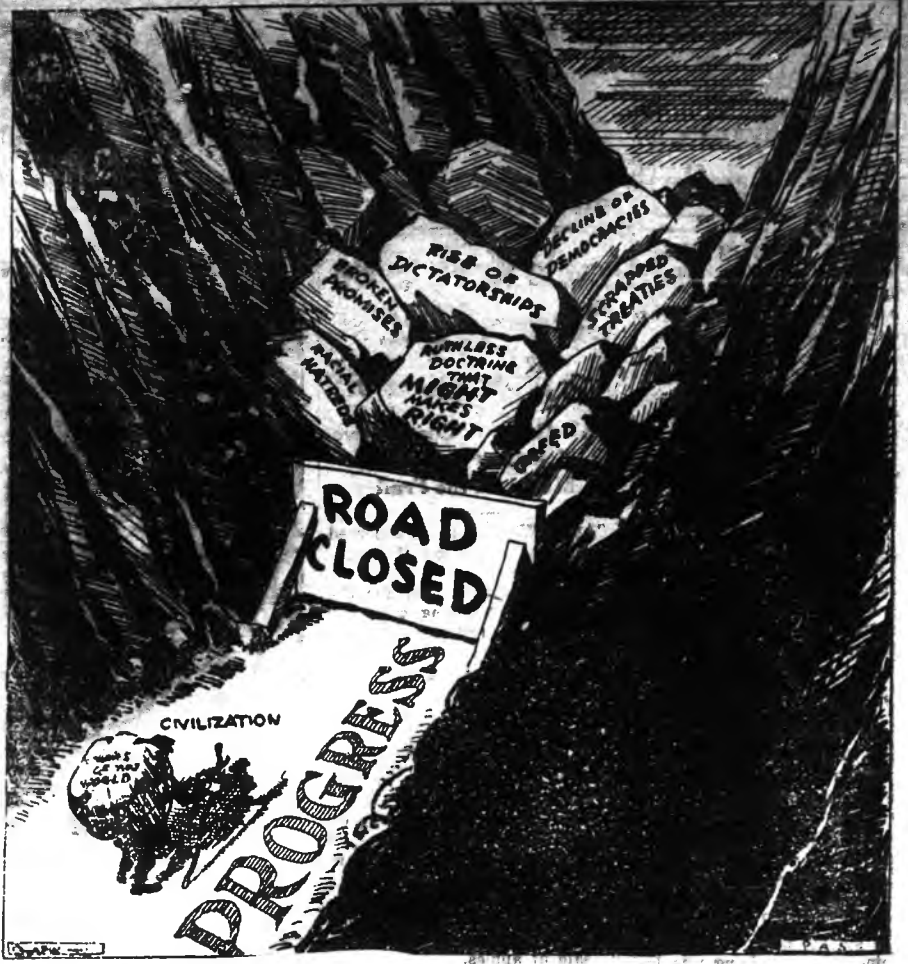
Federal, State, and local costs incurred for aid to the needy in August, including earnings of persons certified as in need of relief employed on work projects, amounted to \$259,100,000, according to figures issued today by W. C. Sprull, manager, Salisbury Field office of the Social Security Board. This preliminary figure for August is about 2 1-2 per cent above the revised total for July.

According to Mr. Sprull the figures reported by the Board are compiled regularly in collaboration with other Federal agencies and State and local authorities. The August figure includes amounts for the various programs as follows: Public assistance to the needy aged, to the needy blind, and to dependent children from Federal, State, and local funds under the Social Security Act, and other public assistance of these special types, \$42,880,000; earnings of persons certified as in need of relief employed on work projects of the Works Progress Administration (\$151,000,000), National Youth Administration (\$2,225,000), and other Federal agencies (\$4,200,000); Civilian Conservation Corps, \$20,334,000; subsistence grants under the Farm Security Administration, \$1,096,000; general relief in cash and in kind, by States and localities, \$36,365,000. These sums represent substantially all public aid received by the needy persons in the continental United States, with the exception of aid to transients. Administrative costs are not included.

On the basis of reports received by the Board it was estimated, after allowance for duplications, that in August approximately 6.5 million different households, probably comprising about 20.8 million persons, received public aid of one or more of the types mentioned above. These figures may be compared with the revised estimates for July which indicate that public aid was provided in that month to 6.5 million households, comprising about 20.6 million individuals.

Earnings on work projects of the Works Progress Administration were nearly 5 per cent higher in July than in the preceding month. The amount of obligations incurred for payments to recipients of old-age assistance, aid to the blind, and aid to dependent children increased less than 1 per cent from July. General relief

Weary Traveler



provided by States and localities for August declined about 1 1-2 per cent from the total for the preceding month. It was emphasized that the figures reported indicate only the amount of aid provided and are not necessarily a measure of the extent of need for relief, since in some communities funds may not have been available for aid to all persons who were eligible to receive it under Federal, State, or local programs.

According to reports from States cooperating in public assistance programs under the Social Security Act, costs of \$41,922,548 were incurred in August for payments from Federal, State, and local funds to recipients of old-age assistance, aid to the blind, and aid to dependent children. In August there were 1,722,317 recipients of old-age assistance in 47 States, the District of Columbia, Alaska, and

Hawaii, comprising approximately 22 per cent of the estimated population aged 65 and over. The average payment per recipient was \$19.17 for that month, ranging from \$5.65 in Mississippi to \$32.36 in California. In 37 States, Hawaii, and the District of Columbia, reporting payments

under the program for August, aid was extended to 40,097 blind persons. The average payment for the month was \$23.42. In 38 States, the District of Columbia, and Hawaii, aid was provided for August on behalf of 617,902 dependent children in 250,909 families.

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NORTH WILKESBORO, N. C.

October 17, 1938

Dear Friends:

Because of the interest you have always shown in each new Chevrolet model introduced, we extend to you a special invitation to come to our showrooms this Saturday, October 22. We will have on display for the first time, the most surprising automobile value we have ever offered—the new 1939 Chevrolet.

You will see the smartest-appearing low price car ever designed . . . a bigger Chevrolet, both in size and everything else that contributes to value!

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