

The Journal - Patriot

INDEPENDENT IN POLITICS

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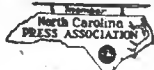
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THURSDAY, DEC. 7, 1939



Once, long ago, on a bare, bleak hill
At a place called Calvary
A rude cross stood. It spoke of death
And pain and agony
But the sacrifice and matchless love
Offered there that day
Have made the way of the shameful cross
A glorious, shining way.
Because He loved; because He gave;
That cross of anguished pain
Became a cross of wondrous Light,
Of high, triumphant gain.

Today, a cross with a double bar
Beckons to you and me
To join our hands in bringing gifts
To help make mankind free
From the scourge we call the Great White Plague
By holding a Torch of Light
And helping those who battle death
To fight a winning fight.
All honor to the radiant Cross!
Let's keep its symbol true—
How far it throws its beams of light
Depends on me—on you.
—Contributed by Edna J. Paden,
Kansas State Sanatorium.

Buy Christmas Seals

The little Christmas seals being sold by the Woman's Clubs of the Wilkesboros have a deeper meaning than the Christmas cheer they represent.

They mean that by big volume sales a substantial amount is raised annually for the purpose of financing measures for prevention of tuberculosis.

There are many ways of preventing the disease which annually takes so many lives but which has a diminishing toll, a heartening fact brought about by the combined effort of the great forces working for the good of humanity.

There are literally hundreds of ways of preventing the disease and to carry on an effective fight the problem must be tackled from many angles. Not the least of these is isolation of cases as they are discovered. Isolation generally means putting the patient in a sanatorium for treatment or in some place especially prepared and maintained for that purpose. It is unfortunate that funds must be had to help pay their way in sanatoriums and in other places for treatment.

Tuberculosis can also be prevented by providing sufficient food, clothing and shelter, especially for children. Undernourished children not properly clad and liable to exposure provide a fertile field for the disease.

"The poor are with us always" and it is among the underprivileged class that funds derived from sale of tubercular seals are used.

It is our civic duty to encourage the purchase of Christmas seals in order that efforts for prevention of tuberculosis may continue to be carried out successfully.

The Meat Supply

From reports which have come into this newspaper, it appears that Wilkes county farmers have produced an abundant pork supply this year.

"There are more hogs than there have ever been," one man who has a regular job of butchering porkers in a nearby community said.

It is just another indication that Wilkes people are striving to follow the live-at-home practices of farming and are trying to produce as nearly as possible their food supplies.

All the hogs are not produced by farmers, however. The persons who are regularly employed here and live in the rural areas are making a practice of producing their own pork and bacon. Many of them say that they do not realize any great returns from their investment but find that by spending a little for feed every month that they get their meat supply in such a manner that the expenditures are gradual and are not so flattening to the pocket-book.

Some of them say that buying feed and producing hogs is a losing proposition financially but that when the hog is butchered they have the meat supply laid back and do not have to bother about buying so much.

The principal benefit in producing meat on the farm will be derived by the farmer

who produces sufficient feed to grow the hogs and does not have to put out cash for feed. Some farmers with surplus corn and other feeds find that they get better returns by marketing pork than feed.

It is always encouraging to see people try to provide for themselves instead of sitting idly by and complaining that the world owes them a living.

Back To Newspapers

Standard Oil company, one of the biggest corporations in the nation, is launching a comprehensive campaign of newspaper advertising.

This is significant in that during the past several months the company's advertising has been mainly through the use of radio and outdoor advertising.

Now the company, which has been one of the world's largest advertisers and perhaps knows more about that end of the business than many others, is returning to the newspapers, from the largest dailies to the small weeklies, to carry its sales talks to Mr. John Q. Public.

Things are happening daily to show that the newspaper is still the best advertising medium and that the message of the advertising firm is put before more people and at less cost through newspapers than by any other method.

Assuming that there are five people to each home, this newspaper will reach over 15,000 persons. There is no other way by which you can send a message to that number of people without it costing many times as much as an advertisement in this newspaper.

If you mailed each one a postal card, which cost one cent each, you would have an expenditure of \$150, on which you would add the cost of labor involved.

While other forms of advertising have proved effective to some extent, no means has been devised by which so many people can be reached at a cost as little as newspaper advertising.

Borrowed Comment

TWO OF A KIND

(Kinston Daily Free Press)
Thomas E. Dewey, militant prosecuting attorney of New York city, who came into the limelight because of his successful offensive against entrenched underworld characters, has started a formal campaign for the Republican nomination.

The Democrats have a man who has equal claim for recognition in the person of Attorney-General Frank Murphy, whose crusade against graft and political corruption, resulting in the partial clean-up of the Huey Long gang in Louisiana and the breaking of the Kansas City political machine, notorious for its defiance of the rights and will of the people brought national attention.

As a matter of fact a campaign between the two Irishmen would be most interesting.

KEEPING FAITH

(Statesville Daily)
Colonel Edgar H. Bain, generalissimo of the "clean-up or close-up" campaign of the brewers and North Carolina distributors committee reminds that "Beer is a ten million dollar industry in North Carolina and it best can be protected by keeping it free from objectionable practices."

One would hardly meet any argument about the rightness of applying that rule to any other industry or activity, but indiscriminate beer-gurgling has brought this admittedly harmless beverage into such disrepute that Colonel Bain surprised when he first announced the purpose of his organization to insist that beer dealers be law-abiding or refuse to sell them beer. The average citizen is still rubbing his eyes in unbelief, but slowly is becoming convinced when he sees beer dealers losing their licenses after engaging in questionable practices. And that has happened here in Iredell.

In the three months just ended, Colonel Bain has succeeded in securing revocation of twenty-six licenses in Buncombe, New Hanover, Mecklenburg, Wayne, Gaston, Iredell, Catawba, Brunswick and Haywood counties. He warned a number of other dealers to clean up their affairs—or else.

"When a dealer violates the liquor law," says Colonel Bain, "we petition for revocation of his beer license. We want to make certain that this person cannot move to another place and sell beer. We do not want a law violator selling beer."

If and when North Carolina decides to try state-wide prohibition again, there will not be the same uncompromising attitude toward the sale of beer, after this unusual, healthy interest. Which probably is what the beer people were thinking about when they employed Colonel Bain to take after beer dealers who are a bit bareless with their morals.

A Moscow scientist finds a tribe that has been out of touch with civilization for 18 years. Some people have all the luck.—Atlanta Constitution.

A budget is the sensible way to handle the family income, but some families ask the hard question how a scientific budget can be built upon nothing but deficits.—Asheville Times.

Is the back-seat woman driver the granddaughter of the pioneer mother who sold Pa when to "gee" and "haw" the family horse? Or were the pioneer mothers the quiet type?—Augusta Gazette.

Wilkesboro Route One and Purlear

Mr. and Mrs. John Doss, of Yadkinville, were guests of Mr. and Mrs. Jeff Matherly, Sunday.

Mr. and Mrs. John Nichols and Mr. and Mrs. Clyde Sailor, all of Hanestown, were visiting relatives in this community Sunday.

Mr. W. A. Nichols was a visitor in the home of Mr. Orden Miller, Sunday.

Miss Jettie Hays was a visitor in the home of Mr. Jeff Matherly, Sunday.

Mr. R. P. Nichols, aged citizen of this community, is very sick.

Mr. and Mrs. T. G. Miller, of Jefferson, visited in the home of Mrs. Miller's parents, Rev. and Mrs. Jas T. Nichols, Sunday.

We are glad to welcome Mr. and Mrs. Jeff Matherly, who have recently moved into our community.

The Journal-Patriot is a welcome visitor in many homes on this route.

Rev. J. H. Kilby was a visitor at Purlear church service Sunday evening.

The following were visitors at the home of Rev. and Mrs. J. T. Nichols on Thanksgiving: Mr. H. V. Poindexter, Mr. L. M. Williamson, Mr. Allen Kenerly, also Q. T. Nichols, Misses Dolly and Doris Nichols, all of Winston-Salem.

Mrs. T. G. Miller and family and Mr. Robt. Myers, of Jefferson, visited in the community Thanksgiving.

Mr. Earl Nichols and family, of Winston-Salem, visited in this community over the week-end.

ADMINISTRATOR'S NOTICE

Having qualified as Administrator of the estate of Thomas (Tomers) Lowe, 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 North Wilkesboro, N. C., duly verified, on or before the 23rd day of November, 1940, or this notice will be plead in bar of their right to recover. All persons indebted to said estate will please make immediate settlement. This 23rd day of November, 1939.

JOHNSON SANDERS, Administrators of the estate of Thomas (Tomers) Lowe, dec'd. 12-28-40. (t)

N. F. A. And Home Economics Classes Help Needy Families

November 28, the N. F. A. organization of the Lincoln Heights high school out 10 cords of wood for the following: Mrs. Mary Parks, 108 years of age and now living in the Poplar Springs community near Roaring River, N. C., Mrs. Elsie Tyline, 86 years of age, Mrs. Joe Ann Allen, 84 years of age, and Mrs. Jane Petty, 84 years of age and living in the Somers community. In other communities in Wilkes county we cut wood for Mrs. Upwright, 76 years of age, and Mrs. Minnie and Martha Wilborn, ages 75 and 98.

The following day the N. F. A. organization and the Home Economics Department gave twenty-five baskets of food to the old and the needy families in Wilkes county. These booklets were made up out of the following products: 2 bushels of Irish potatoes, one bushel of sweet potatoes, one peck of apples, three dozen oranges, one bushel of turnips and turnip salad, 2 pecks of old field peas, 8 pecks of corn meal, 3 pecks of flour, 10 pounds of beans, 4 large cans of condensed milk, 2 chickens, 1 pound

ADMINISTRATOR'S NOTICE

Having qualified as administrator of the estate of Dock Gaither, 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 North Wilkesboro, N. C., duly verified, on or before the 23rd day of November, 1940, or this notice will be plead in bar of their right to recover. All persons indebted to said estate will please make immediate settlement. This 23rd day of November, 1940.

JOHNSON SANDERS, Administrator of the estate of Dock Gaither, dec'd. 12-28-40(t)

WILLIAMS MOTOR CO.

TELEPHONE 334-J
T. H. Williams, Owner
Oldsmobile Sales-Service
Bear Frame Service and Wheel Alignment
General Auto Repairing
Wrecker Service—Electric and Acetylene Welding
USED PARTS—For all makes and models of cars and trucks

of butter, 25 heads of cabbage, 5 cans of green peas, 2 boxes of bacon, soda, 4 pumpkins and 67 jars of canned fruits, consisting, string beans, peaches, blackberries, pears, apples, pickles, jams, preserves, kraut, beets, corn and tomatoes.

Also the Honor Society under the direction of Miss Doris Parks and Miss Dorothy Herriot, gave away two baskets containing: rice, grits, eggs, bacon, Irish potatoes, onions, canned milk, butter, beans, sweet potatoes, apples, oranges and a variety of canned vegetables.

This project was under the auspices of the head of the Home Economics Department, Mrs. Francis E. Corbett and Mr. Roy M. Burton, vocational agriculture instructor.—Reported.

Ads. get attention—and results.

Don't spend money you haven't got.

First lesson in thrift... be sure you can pay before you buy! That's one way to get ahead in the world. If you want to make weekly payments, make them ahead of time. BEFORE you need your purchase!

ask about our Lay-Away plan

PENNEY'S

NOTICE! - NOTICE!

Pay your Electric Light bill before the 10th of each month. 5 per cent will be added after the 10th.

Duke Power Co.

PHONE 420 NORTH WILKESBORO, N. C.

Critics Rave about "NINOTCHKA" Garbo's New Comedy HIT!

HOLLYWOOD, CAL.—Confirming the local enthusiasm for what is destined to be the picture of the year, "Ninotchka" is piling up the plaudits of national critics. Says Liberty Magazine, "It's her best picture in years!" And Columnist Mark Hellinger raves "It's as delightful a piece of screen fare as we have seen in a long time!"

COMING SOON

ESSO SCIENTISTS HONORED FOR SUPER-FUELS

CHEMICAL ENGINEERING WINS NATIONAL AWARD

NEVER BEFORE GIVEN IN THE OIL INDUSTRY

Esso Laboratories organization has just been given the 1939 National Award for Chemical Engineering Achievement. This is the first time it has ever been given in the oil industry. The award was made for Esso's many advances in developing super-fuels for aircraft and other high-powered engines. We appreciate this formal recognition of Esso leadership.



"AN AWARD FOR CHEMICAL ENGINEERING ACHIEVEMENT" SPONSORED BY CHEMICAL AND METALLURGICAL ENGINEERING

STANDARD OIL COMPANY OF NEW JERSEY

COMING! 2 GREAT NEW GASOLINES!

It's PREMIUM in Performance... It's REGULAR in Price!

Today's purchaser of regular-price gasoline demands the performance he can get only from premium grade.

We intend to meet that demand—at no increase in price!

A new regular-price gasoline that meets specifications for premium anti-knock performance. A quick-starting, higher anti-knock gasoline. Washford!

UNEXCELLED—AT REGULAR PRICE

New Air-These High in EXTRA Performance... For Those Who Want the BEST!

New high levels of quality and performance have been attained in... The finest gasoline we have ever offered! Extra in every way—in quick starting—in smoothness and power. Extra in supreme motoring satisfaction. At your Esso Dealer's—soon!

UNEXCELLED—AT PREMIUM PRICE

...YOU GET BETTER PRODUCTS AT THE **ESSO** SIGN

FOR SALE AT **DICK'S SERVICE STATION** DAY AND NIGHT