

# The Journal-Patriot

INDEPENDENT IN POLITICS

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THURSDAY, DEC. 4, 1941



## Milk Plant And Progress

Choosing the above heading for our subject, we wish to explain it as far as our ability to explain will allow.

The decision on the part of officials of Coble Dairy products company to establish a dairy plant in Wilkes county is one of the greatest things which has happened to Wilkes in a long time and one which will mark the beginning of a new era of progress for Wilkes county agriculture.

There are few industries which would affect a great number of people favorably than a dairy products plant and there are few, if any, which would have more far reaching benefits.

As these columns have pointed out from time to time during the past decade, Wilkes is ideally situated for dairying. It has the soil and a climate which makes possible the growing of pastures for grazing almost throughout the year. It has the best water in the world. It has everything for dairying.

The sale of milk and the regularity of the milk checks makes dairying an all year income proposition. There is no big harvest month with the other 11 months being without income. It means money every month, in fact twice each month.

That is only one of the many benefits of a milk products plant. The farmer will perhaps realize a great profit in improvement of his lands. It means development of better pastures, which will practically eliminate roughage feed costs, help the soil and prevent erosion, which is one of the greatest enemies to agriculture in Wilkes.

It means that farmers will grow great amount of feeds, particularly hay, and that in turn means he will grow more legumes, which make the land more productive. It means that barnyard manure will be available to use on the land, reducing fertilizer costs and increasing productivity of soil.

The cash income from sale of milk means money to build and improve homes, to educate children—in short, to raise the standard of living.

It means that farm children will have a source of income on the farm—that they will not have to leave the farm to earn a few dollars.

The plant itself will mean employment for a substantial number of people, adding greatly to the total industrial payroll of the community.

It means that more people will make their homes in the vicinity of the plant, which in turn means residential construction, jobs for builders and a market for materials.

We could go on and on enumerating the probable benefits from location of a dairy products plant in the county.

Certain people are due credit for this major step in progress of Wilkes.

It was through the influence, perspective, foresight and business connections of S. V. Tomlinson that a proposal was first made to locate in Wilkes. J. B. Williams took the matter up and worked untiringly in behalf of the movement until success was assured.

Mayor H. A. Cranor and members of the Wilkesboro board of commissioners, composed of W. E. Smithey, S. T. Colvard, James Lowe and C. E. Lenderman, are due much commendation for the cooperation on the matter of town taxes and furnishing surplus water to the plant. Special mention should be made of Mayor H. A. Cranor, who sold his home and that of his son, together with some valuable land, in the western part of Wilkesboro as a location for the plant and at a modest price.

The officers and directors of both banks here, the Northwestern Bank and Bank of North Wilkesboro, rendered valuable as-

istance and cooperated in a splendid manner.

To all these and all others who helped, Wilkes owes a unanimous vote of thanks.

## Borrowed Comment

### ADVERTISING ENLISTS FOR SERVICE (Reidsville Review)

Without advertising, a free competitive economy could not exist. Without advertising, the chances are that the United States would never have become what it is today—the country which has produced and distributes more goods among its people than any other country on earth.

Hence it is reassuring that Leon Henderson, price administrator of the OPM, has laid down in very definite terms his own feeling on the place of advertising in the defense effort and the present situation in general. It has been freely rumored that Henderson was apathetic to advertising, though he always denied it, and that some sort of restrictions might be laid down to govern its use.

Henderson in a speech at Hot Springs, Va., to a group of advertising men, not only reiterated his previous denials, but laid down some eminently sensible principles.

Advertising, he is reported as saying, is the cheapest and most effective means of distributing goods, and in an expanding economy there is a place for even more of the right kind of advertising than at present. Further, advertising, the total of which equals only two per cent of the value of all manufactured goods, has not even been considered as a major cost factor in the fixing of price ceilings. Except in some particular case, in which an industry might claim increased advertising costs as a reason for claiming price increases, the OPM inclines to leave the decision of when and how much to advertise entirely to the advertiser.

Further, he indicated, when peace comes again, and the problem of turning defense production back to civilian uses becomes paramount, advertising will have an even greater job to do in moving the goods whose production in peacetime factories will give work.

These are sensible points of view, and everyone who is familiar with the facts of the production and consumption of goods in a free economy knows them to be true.

Advertisers, like everyone else, have their responsibilities to the whole people, to the nation, and to its defense; advertisers, like everybody else, are subject to certain common hazards in these times. But advertising has a job to do, and it is reassuring to note that this is recognized by those responsible for policy-making in Washington.

Advertising has served America greatly; it can serve it now; it can serve it even more greatly in the expanded future.

### 18,000,000 COMMON COLDS (Lenoir News-Topic)

One-third of the homes in the United States reported colds during the week ending November 15th, according to a survey conducted by the American Institute of Public Opinion.

The fact that an estimated 18,000,000 Americans suffered from this common and widely prevalent malady indicates the enormous loss that is involved. Some authorities assert that the American people lose more than \$1,000,000,000 annually through the 'common cold.'

The people of Caldwell county have not been immune to the infectious condition of many of them have suffered what are referred to as "heavy colds." As one who knows we say they are to be avoided if the victim can find the remedy.

Despite considerable expert attention, nobody knows what causes the cold. The victims attribute their attacks to various factors. They likewise boast of their "cures" but, unfortunately, experience indicates that what knocks out the cold one time will not do it again.

The survey shows that, during the week in November, the population of New England and the Middle Atlantic States was least affected, with only 12 per cent of the people infected. The Far East reported 13 per cent, the South 14 per cent, the East Central section 16 per cent and the West Central area was heaviest hit of all, with 17 per cent of the population affected.

Only once in history, during Lincoln's term were five living ex-Presidents in the United States. This unusual number was a result largely of the fact that no president elected between 1836 and 1860 served more than four years.

Goldsboro, N. C., took its name from M. T. Goldsboro, of Maryland.

# Women's Church, Civic And Social Activities

MISS MAMIE SOCKWELL, Editor—Phone 216

### Mountain Stars Triangle Met In Asheville

By unanimous vote Mrs. Leola M. Byerly, Junior Past Grand Matron, of North Wilkesboro, was elected presiding officer for 1941 and 1942 of the Mountain Stars Triangle, a permanent organization. The meeting was called to order on Saturday, November 29, at 7:30 o'clock at the Masonic Temple in Asheville with Mrs. Byerly presiding. Hostess chapters were Esther Chapter No. 12, and Asheville 191, of Asheville, and Biltmore No. 38 of Biltmore, which served refreshments after the meeting.

Mr. E. M. Jarrett of Andrews, responded to Mrs. Byerly's gracious welcome. Distinguished guests included Miss Bessie Gaddy, of Raleigh and Wingate, Worthy Grand Matron; Mrs. Nellie B. Stine, of Lenoir, Grand Treasurer; Mrs. Lillian Guigou, of Valdese, Grand Ruth; Mrs. Nolan K. Hunnicutt and Miss Minnie K. Lewis, of Asheville; Mrs. Byerly, of North Wilkesboro, Past Grand Matron; Mr. John J. Orr, of Bryson City, Past Grand Patron; and Miss Lula B. McNeil, of Asheville, District Deputy Grand Matron of the Eleventh District.

The Mountain Stars Triangle consists of counties west of and including Alleghany, Wilkes, and Iredell counties, comprising districts 10, 11, and 12, of the Grand Chapter of North Carolina Order of the Eastern Star. Around 100 attended from the twelve chapters represented.

### Nichols-Bryan Marriage Vows Are Announced

Rev. and Mrs. James T. Nichols, of Purlear, announce the marriage of their daughter, Mary Arlene, to Ot'o Bryan on November 22, 1941, at Dillon, S. C. The ceremony was performed by Miss Bessie McLean, Notary Public. They were accompanied there by Mrs. Bryan's sister, Miss Dolly Nichols, and Mr. William E. A. Wheeler, Jr., of New York City. Mr. Bryan is the son of Mr. and Mrs. H. J. Bryan, of White Oak, and holds a position with the North Carolina Shipbuilding Company at Wilmington, where the couple will make their home.

### Mrs. W. C. Grier Is U. D. C. Hostess

The December meeting of the Wilkes Valley Guards chapter of the U. D. C. was held Monday afternoon at the home of Mrs. W. C. Grier on E street, having thirteen members present. The meeting opened by the group singing "Carolina" after which Mrs. Joe E. Johnson, the president, presided for the usual business session. Mrs. C. H. Cowles led the devotionals and for the program Mrs. Grier read an interesting article on the battle that was fought at Fort Hamby during the Civil War. At the close of the afternoon the hostess served tea and sandwiches.

### Episcopal Auxiliary Met With Mrs. H. T. Brown

Mrs. H. T. Brown was hostess to the members of the Episcopal Auxiliary at her home on E street Tuesday afternoon. Mrs. L. B. Dula, the president, was in charge and led the devotional period. During the business session the following officers were chosen for another year: Mrs. Joe Barber, president; Mrs. Dudley Hill, vice-president; Mrs. William Barber, secretary; and Mrs. Hoyle Hutchens, treasurer. A large number were present and were served refreshments during the social hour.

### Ladies Bible Class Planning S. S. Party

The Ladies Bible Class of the North Wilkesboro Methodist church, of which Mr. P. J. Brame

### HIGH SCHOOL AND COLLEGE GRADUATES

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## Jones Business College

HIGH POINT, N. C. P. P. Jones, M. A., President Fully Accredited by American Association of Commercial Colleges

### Social Calendar

The Legion Auxiliary will meet Monday evening, 7:30, at the home of Mrs. Gordon, Finley with Mrs. T. A. Finley and Mrs. J. B. McCoy as associate hostesses.

The Fidella class of the First Baptist church will meet Tuesday evening, December 9, at 7:30 o'clock at the home of Mrs. A. H. Casey with Mrs. R. P. Casey Mrs. C. E. Jenkins, Mrs. S. L. Pardue, and Miss Emma E'ler, as hostesses. The members are asked to note that the meeting is being held a week earlier.

is teacher, is planning a Christmas party to be held at the parsonage Tuesday evening, December the ninth. Supper will be served at 6:30 o'clock each member to bring a covered dish with food beginning with the first letter of the first name. Each one is also to bring a gift wrapped, with name on inside, the gift not to exceed twenty-five cents, and these gifts will be exchanged. Following the supper a series of games will be enjoyed. Committee making arrangements for the party is Mrs. A. C. Waggoner, Mrs. Ivey Moore and Mrs. R. E. Gibbs.

### Mrs. E. S. Cooper Is Bridge Club Hostess

The members of the Young Matrons Contract club and a few extra guests were delightfully entertained by Mrs. E. S. Cooper at her home Tuesday evening. A dessert course was served to the guests at the beginning of the evening after which bridge was played at three tables and took at one. The top score prize in bridge was won by Mrs. Rufus Church while Mrs. Aiene Godfrey Upchurch held the prize for honors, and in took the same prize was awarded to Mrs. M. B. McNeil and Mrs. Warner Miller, Sr. To Mrs. Warner Miller, Jr., the hostess presented crystal in her wedding pattern.

### Mrs. J. B. McCoy Entertains Her Sewing Club

With Mrs. J. B. McCoy as hostess the members of the Wednesday Sewing club and some additional guests were graciously entertained at a luncheon at the Wilkes Hotel Saturday. Luncheon was served at one o'clock with covers laid for twenty at a table which was attractively decorated with autumn leaves and flowers. An informal hour was enjoyed by the group at the close of the luncheon.

### Large Number Attend Benefit Card Party

Seventeen tables of bridge were in play at the benefit card party sponsored by the Civic and Social club of North Wilkesboro, which was held at the Woman's clubhouse on Trogon street on Saturday evening. At the party Mrs. Will Blair and Mrs. Claude

Delight were hostesses to each of their bridge clubs, and Judge and Mrs. Johnson, J. Hayes were hosts at four tables for a number of their friends.

The prize for the highest score in the bridge game for women went to Miss Kathryn Troutman and for the men to Fred Hubbard, Jr. Mrs. F. C. Forester won the turkey that was given as a prize. Light refreshments were served at the beginning of the evening.

### LARGER

The October volume of general merchandise sales in small towns and rural areas was larger than for any previous month on record, except December of last year.

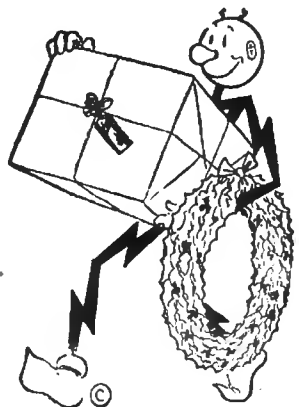
## How To Relieve Bronchitis

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expectorate mucus, phlegm, and soothe inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly relieves the cough or you are to have your money back.

**CREOMULSION** for Coughs, Chest Colds, Bronchitis

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"I love Harry Pulham . . . but when he asked me to marry him, I knew it would never work . . . his way.

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