dured at the post office at North Wilkson, N. C., on socoul class matter under Atlanta, 1879.

MONDAY, MAR. 9th, 1942



Want To Dish It Out

Today many of our leaders are talking too much about how the people should be able to "take it."

Americans can take it, but more valuable than their ability to take it is their ability to take it is their ability to dish it out in greater quantities than they take. Willingness of Americans to "take it"

will depend on their chances to "dish it out." When Americans get into was they want to strike the enemy as soon and as powerful as possible. It does not matter to them that they have to take something, just so they get a chance to dish it out.

Americans may become impatient for opportunities to dish it out to the enemy. Instead of being annoyed and perplexed, our national leaders should be proud of this impatient attitude on the part of the people. It is very much American, just as much so as Independence Day.

Americans will not be content to fight one rear guard action after another, as has. been the history of the Allies part of the war during the first two years of its duration.

First, there was Poland, then Denmark, Holland, Belgium, France, Greece and Crete. In each place the Allies fought rear guard actions, covering retreat against the enemy superior in numbers, equipment and aircraft.

America, although momentarily backed off by the surprise atack of the Japanese, will not be content with a continuation of rear-guard strategy. Americans want to dish it out and the sooner the leaders give them a chance the better satisfied the people will be.

There is room for no defeatist attitude in America because Americans will not be

So please, you national leaders, talk less about our ability to "take it" and more about "dishing it out."

Competitive Advertising

A few months ago, Linton Wells, CBS news analyst, interviewed Dr. L. D. H. Wells, Director of Research, McCann-Erickson, Inc., on the part that advertising plays in our national economy.

Dr. Weld revealed that advertising on the whole is honest; in fact, in examining over one million ads, the Federal Trade Commission found that less than one-tenth of one per cent were dishonest or mislead-

Approximately two per cent of the national income is spent on advertising; yet, his large sum spent on advertising does 10t force the consumer, the American peoble, to pay more for finished goods.

Without advertising, magazines such as he Saturday Evening Post and Colliers would cost the American people about 25 ents. Advertising makes radio entertainnent possible; advertising makes The Journal-Patriot available to subscribers at our low subscription price.

In other words, because newspaper pubishing companies, magazine publishing ompanies, and broadcasting companies et most of their income from advertising, he American people are able to get these excellent services for practically nothing.

This question then arises: doesn't advering raise the price of the commodities dvertised? To this, Dr. Weld replied that prices are lower than they would be if no dvertising was used, because "advertising urnishes a cheaper method of creating depand than if we had used any other form selling, such as personal salesmanship." Myertising makes it possible for manucourers to make goods on a mass producbasis, which lowers the cost in the fac-

aful retail merchants have had

east per unit lowered through the

The Toursel

Competitive advertise has made america a mant-production pation, which is so essential in this un war. Competitive advertising is an American way of life!

When Is Lost?

When the Navy Department released its account of the destruction the Japs did at the Pearl Harbor, it said that the destroyer Shaw was totally lost. We even had pictures to prove it! In newspapers, newsreels and magazines the Shaw was officially lost.

Now comes word that the Shaw has arrived at a west coast port under her own department.

The few local people who have steam. The ship that the Japs "sank" not only still floats! It's crossed two thousand miles of ocean to get repairs that will send it back into the fight to lick the enemy!

In that story there's a lesson that every American must learn if we are to stop the Axis and save our freedom. We don't out. know our own strength! We've got to wake up to that fact. We've got to shake off complacency and get to work and do the enormous, difficult job that the war has thrust upon us. It's no good wishing for the good old days; no good wishing we were beating the Japs. We're not, and here's one time when wishing won't make We can't win the war with day:

The "lost" Shaw is floating because men change of climate we are glad to refused to believe the fact that she was lost. Instead of giving up, they went to work, and they worked a miracle. Today the Shaw can become a symbol for every defeat we've suffered. For when is defeat permanent? When is lost really lost? Only when we give up, refuse to work hard, and believe it's lost.

To Our Bald-Headed Friends

For the information and protection of our bald-headed friends, we pass along the information that there is no "miraculous lizard-oil hair-restorer."

The fact came to light in legal proceedings in another state when a man prosecuted a woman on a charge of mulcting \$7,-000 from him by offering to provide the the patient asked what for. lizard-oil to restore his hair.

The prosecutor asserted that no type of lizard produces any kind of oil that would it, the ex-patient, said restore hair. We pass this along to our walked out of the door. hair-less friends for their protection but without prejudice against trying something else that might produce results.

LIFE'S BETTER WAY

WALTER E. ISENHOUR, Hiddenite, N. C.

DON'T

Don't think you're beautiful without If you are vile within; Don't travel on the road of doubt And hope in life to win; Don't seek the pleasures of the earth And hope to gain a crown; Don't think you'll live a life of worth While evil has you down.

Don't think you're noble and sublime If you are full of pride; Don't hope in life to rise and climb By drifting with the tide; Don't stop because the way seems closed That leads to Heaven's height; Don't go the way that's least opposed And think you're going right.

Don't think you're making great success Because you're getting rich; Don't think because you're in distress You're down in failure's ditch; Don't go the way you know is wrong And think you'll win the race; Don't think because you're with the throng various newspapers and periodicals You've found in life your place.

Don't think with habits that are vile You'll climb the hill of fame; Don't think because a wrong's in style It cannot hurt your name; Don't think with hatred in your heart That you are heaven-bound; Don't stop for persecution's dart If God and truth you've found.

The Axis powers are being mauled on one land front and the work is being done by the Red Army. This probably explains why anti-British and pro-Nazi individuals

denounce the Soviet army.

denounce the Soviet army.

The successful merchant advertises what he has to sell that the buying public wants to have there is no seems in advertises. to buy; there is no sense in advertising something that nobody, including the merchant himself, wants.

its should be explained that the stouch extract with the great quantities of light in the Greensboro Delly was reprinted in the greensboro Delly was previously, while avoiding the mechanical difficulties and delays of reassigning order nurseboro. Stimson made it clear that the greensboro Delly was previously, while avoiding the mechanical difficulties and delays of reassigning order nurseboro. Stimson made it clear that the greensboro Delly was previously, while avoiding the mechanical difficulties and delays of reassigning order nurseboro. Stimson made it clear that the greensboro Delly was previously, while avoiding the mechanical difficulties and delays of reassigning order nurseboro. Stimson made it clear that the greensboro Delly was previously.

sided somewhat with liquor bus-iness on the grounds that it brings money to should look at the figures of the amount of liq-uor coming in from other states. It is high priced stuff and that means vast sums of money going

THIS AND THAT

A girl was moving too slowly while getting on the street car and the conductor asked her to hurry. "All right, just as soon as I get on my clothes". All heads turned toward the back of the car where the voice came from and s girl entered the door with a laun-

dry basket filled with clothing. For the benefit of persons who have been advised to have. announce that spring is just around the corner.

"Your teeth are like stars," he

And pressed her hands so white And he spoke the truth, for, like the stars,

Her teeth came out at night.

Newspapers reported that Rus ian women were fighting side by side with their husbands on the \$6,927.72, Senator Gordon Gray front lines. Why don't they stay at home and let the men fight in peace?

One of our citizens consulted a physician about the condition of his health and the doc advised that he give up smoking, qui drinking entirely and get in home every night by nine p. m. When he started to leave the doc told him his fee was one dollar and advice on how to regain your health", he said. "Well, I'm not going to take it so why pay for

Which reminds us of the very old yarn about the lawyer who went to a hotel which served meals and included meals in the drily fare. The lawyer ate one and sometimes two meals per day there and at the end of the week was shocked at finding that he was charged with three meals per day. He complained in no un. certain terms. The manager merely told him that the meals had been there for him whether hel ate them or no!. Next day the hotel got a bill from the lawyer! for \$50 for "legal advice", and it was the hotel manager's turn to kick. "Well, I had the advice for you whether you took it or not", the lawyer said.

Regret we can't tell you how the con'roversy came out. It was only about fifty years ago and may still be in the courts.

ALL IN ONE HOUR

Do you realize that although an hour passes swiftly enough for you, no fewer than 5,400 people are ourn into the world in this short period, and 4600 human beings pass away? Men who delight in hour 198,000 crimes are committed, 1,200,000 letters and parcels are in the course of transit, and 115,000 wires are being dispatched. In one hour the earth travels a distance of 1,104 miles around the sun, 1,800 thunderstorms burst upon us, and 4 000 shooting stars and meteorites fall to earth. Most of these facts and figures are recorded on 2,000 tons of paper which pass through the presses of the of the world in that brief space.

P. S., HE'S GOT THE JOB

The salesmanager dashed into the chief's office, his face purple "That new salesman is getting too confounded imper-tinent—look at this letter — he says for me to go jump in the lake and to tell you to go chase yourself."

"Smart guy, eh?"—replied the chief, "well, we fire birds like that . . . He's been with us three menths now how much business has be done?"

"\$300 the first month \$4,100; the second month and \$19,000; the third month," replied the S. M., reading from his notebook.

original group of registrants would not be exhausted before calls were made on the new group and said also that "there will be no 20-year-old class, 21-year-old class, and so on, with drafts made on the younger class until it is exhausted, and then on through the succeeding classes.

Men in the 20-21 and 37-44 age groups, who registered February 16, will be given their order numbers on the basis of a national lottery to be held March

Party Dinners Net \$24,000 In N. Car.

North Carolina Democrats came to the aid of their party on George Washington's birthday by paying more than \$24,000 to eat 1.000 dinners

Colonel William T. Joyner state chairman of the dinners. said the sum, which will be used cratic party's 1940 than that donated, on any of the previous Jackson day dinners.

Dinners were held in Raleigh, Winston-Salem, Charlotte, Asheville, Edenton and Lumberton.

The Northern Piedmont dinner held at Winston-Salem, neited announced. The quota for this dinner was \$3,575.

Japanese Claim 90,000 Seized At Singapore

cast).—The Domel agency quot-ed Japanese military headquar- automatic rifles, 39,800 pistols, ters last night as saying 90,000 55,000 rifles, 10,000 rounds of soldiers were captured at Singa- cartridges, 14,030 automobiles pore. It said 42,000 of these were 130,000 drums of oil, 1,027 rail-Indiana

More it seems that perhaps I. S. shells will have a number on them; when that number is up accepted in ame will be in the soup. The metal of the shells will be

District motorists are requested to seve their least 1941 automobile to seve their least 1941 automobile to meet greatly the year in an effort to meet greatly the year in an effort to meet greatly the year in an effort to meet greatly thereased government. license plates until April 1, dead-line for 1942 plates, then turn them in at gas stations.

The bottom strip of the tags will be cut away and remanufactured into war materials, the rest will be tished and used again as 1948

About 100,000 pounds of metal will thus be saved, the D. C. Salvage Committee estimates.

Rad Stuff

In police court the lawyer examining the witness:

"You mean to imply that Mandy then cut his acquaintance?"

"Wusser dan dat, suh!" replied the witness, "she cut his throat...

Put It On The Bill

Grocer: "Well, little man, what can I do for you?" Boy: "My mother sent me to ge

change for a dollar bill, and said she would give you the dollar bill tomorrow.

(The Japanese previously had to wipe out the national Demo- claimed 72,000 prisoners at Sindeficit, was gapore, but British Prime Minisapproximately one-third larger ter Churchill in noting the figure said there "were certainly larger numbers" defending that base. and a London source had estimated the total force at roughly 100,000.

Domel tallied the wounded prisoners at 11,050, including 3,850 Australians, 3,500 British and 2,800 Indians.

(This totals 10,150. The other 900 were not accounted for.

The agency said spoils taken from the British included 300 Howitzers, 98 anti-aircraft non and automatic guns, 34 fortress guns, 108 rapid-fire guns, Tokyo (From Japanese Broad- 180 trench mortars, 63 auti-tank way cars and locomotives.



Reins-Sturdivant North Wilkesboro, N. C.

AT THE TIME OF NELL



Now's the Time to Bring the Family's Footwear In For Repair

Protect health - beginning at your feet. Our sole re-pair job makes shoes look factory-new. Our prices fit small budgets too!

RIGHT-WAY SHOE SHOP 'A Little Neater .

. . . A Little Better" Telephone 135 -

DID YOU SAVE THE PENALTY

On Your -

County Taxes?

Those who paid their 1941 Taxes before March 3rd,

1942, saved the additional penalty of 1 per cent. Were

you among the thrifty to save this penalty? If not, you

can save an additional 1 per cent penalty if you make

payment on or before . .

Wednesday, April 1st, 1942

Tax collections were good last month, Many taxpayers

saved the penalty. Be among those saving the extra

penalty this month by paying your County l'ax before

the above date. A 3% penalty will be added to all Coun-

ty Taxes not paid on or before April 1st, 1942.

C. T. Doughton

Sheriff and Tax Collector