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THURSDAY, MAR. 26, 1942



Victory Food Production

Spring is here and it is time to plant for production of food.

Food is one of the strongest assets in war. America wants to have plenty of food for every need and to supply our fighting allies.

For this reason all rural people are urged to plant gardens adequate for home use and with some surplus to sell. People in urban areas who have suitable land for gardens and who can garden intelligently are also asked to grow some food.

However, people without experience in growing food and without suitable soil for such use are asked not to waste precious seed and fertilizer in a venture destined to failure.

A great majority of our people here were born and reared in rural homes and know the fundamentals of gardening, if not farming. If you have a suitable place, go ahead and grow something to eat.

What you can grow and use will mean that much less to be purchased from stocks which could go to our armed forces and our allies.

The Fruits Of Hoarding

Hoarding of commodities produces two certain results—high prices, and government-enforcing rationing.

An excellent example of that is touched on in one of Paul Mallon's recent columns. Writing on the sugar situation, Mr. Mallon says: "Food authorities have counted up sugar stocks and concluded these are sufficient to furnish 99 pounds to everyone in this country this year. The average consumption for eight years from 1932 to 1940, was 103 pounds, so the amount available is only four pounds less than normal . . ."

"But whether you will get your 99 pounds this year, is a question. . . . While stocks are almost adequate, hoarding continues. Rationing is inevitable, solely because of demand and not because of inadequate supply."

In short, those who hoarded sugar brought the rationing program on themselves and all other consumers. And the hoarders will not even be individually benefitted by their abnormal stocks—when you get your sugar ration cards, tickets will be removed to compensate for whatever excess supply you have on hand. Extreme severe criminal penalties are provided for fraudulent declarations.

The best advice any consumer can take is this: "Buy normally—don't purchase in excessive quantities—don't hoard." The retail stores of this country are preaching that doctrine now. It is an essential protection against inflation and shortages of necessities. You can be certain that free competition in manufacturing and merchandising will keep prices at the lowest level—and make possible the widest distribution of goods of any kinds.

Retailing Has Earned Your Confidence

There has been one very important difference between price trends in this war as compared with the first World War.

In that war, retail prices increased faster than wholesale prices. In this war, retail prices have increased substantially less than wholesale prices. For instance, from June, 1939, to February, 1942, all wholesale prices increased 23.8 per cent—while all retail prices showed average increases of only 12.1 per cent.

In the words of the Retailers' Advisory Committee, this has resulted "almost entirely from the price policies followed by merchants in the present emergency period." A similar view was expressed some time ago by Price Administrator Hen-

How has retailing accomplished this? It has done so on the basis of a price-cost, rather than replacement-cost. It has averaged the price of new goods bought at higher prices with the price of old goods bought at lower prices. It has rigorously refrained from "scare advertising" and has given consumers excellent practical buying advice. It has increased its standards of operating economy whenever possible. In many instances, it has voluntarily reduced its own profits, and so absorbed price increases which otherwise would have been passed in to the consumer.

Retailing—of all kinds, in all fields—has amply proved that it deserves and has earned the full confidence of the consuming public. Whether you patronize a chain store or an independent store, a big store or a little store, you can be sure that it is doing all it can to protect your pocket-book and your standard of living.

Borrowed Comment

AMERICA MUST MAKE WAR

(Charlotte Observer)

America—and that means all of us, President and general, shopkeeper and servant, plowboy, soldier and sailor—must make war. Plant owner and plant worker, every man and woman, even every child, must make war.

We have dallied, talking of Time being our ally, mouthing parrot-like phrases of "next year", of more production, of the weather becoming favorable, of more ships in 1943, hoping for some miracle to happen.

We have thought that somehow we could engage in a war and not fight.

We think to win a contest from a grandstand seat.

What is war? It is simply wholesale, mass murder, slaughter, of millions.

Murder is not a pretty word, but we must murder; this is make war, or be murdered. Our enemies would murder every one of the 132,000,000 persons in America without a qualm and then hold a Thanksgiving celebration.

WE MUST MURDER OR BE MURDERED!

We still use the evasive words in speaking of war.

We talk of conflict or strife and strategy; or engagements and counterthrusts and battles, but they all boil down to one little three-little word—WAR.

That is what all the high-sounding words in connection with mass murder mean.

Murder is repugnant to Americans in the main but our enemies like it. They glorify murder! wallow in blood. They rejoice in slaughter; dance on the bones of the dead.

That being the case we must kill, and swiftly. We must have warminded, killing-minded leaders, tough generals and admirals, and they must have followers of the same kind. We must be their followers!

Yes, what have we done?

We argue and haggle over whether we shall have a pound or 12 ounces of sugar a week, talk about gasoline and rubber as if they were red blood and life itself. We plan "defense" and morale and discuss the amount of wool to be allowed in a coat. We allow politicians to waste their time parceling out useless jobs.

We levy a tax and pay it and think Hirohito beaten. Somebody makes a pretty speech and we think America saved again.

We give a dance for soldiers and believe George Washington has come to life. We put a bucket of sand next to the telephone and think we have frightened Hitler.

We buy a war stamp and consider victory assured; a bond and believe it achieved.

We see a picture of a cannon firing on a screen and cheer and tell ourselves that America has won again. We throw an old aluminum pan into the defense salvage heap and think ourselves into believe that we have won another Battle of Kings Mountain.

It is time to make war—this is, to kill! It is time to starve and mutilate and drown and burn those who would cut our throats and exult over it. We are at war and that is no job for squeamish persons who faint at the sight of blood.

What? Advise people to murder at wholesale? Certainly; that is what a nation does or must do when it goes to war. We must make war and murder or be murdered!

WE MUST GO TO WAR OR GO TO OUR GRAVES!

Individuality The Season

A man's hat has always been the one article of clothing which has most individuality, expressed in character and quality. In a democracy like this, where individuality flourishes, as opposed to the regimentation of dictatorships, hat styles have naturally come to be most attractive with each passing season. So it is no surprising that this spring, when the country is actually in a war whose purpose is to free the world, hat makers have not relaxed their efforts but continue to design hats for men with plenty of variety and style appeal.

There is a decided swing away from the old notion of the all-purpose hat, which saw service both in town and country. In line with the notable trend toward special clothing for sports and leisure wear, a new line of sports hats especially designed for this purpose is getting more attention, and the idea has been received with favor. A good complement to the sports and leisure time hat is the hat with the upturned brim which is being advanced this spring as an ideal and new looking hat for town wear.

Brims Are Flanged

The new popularity of the upturned brim is a natural follow-up to the acceptance of the more "flat-set" brim. It is expected that brims will get no wider, and general widths are popular, some sections favoring the trend to narrow brims and others preferring the wingy brim effect. Many hats are flanged so that brims can be worn up or down.

The color in greatest demand in nearly all sections of the country is brown, and the many neutral browns harmonize well with other colors in clothing. Gray continues to be very popular, although its range will be somewhat restricted because of light fur. Blues and blue-grays which were well received this fall are expected to continue in favor. Tannish grey-green tones such as khaki and covert are popular young choices.

Novelty Trims

A fresh note which is at least partly the result of scarcity of light felt is the light-contrast band and binding. In some cases the trim is just a shade lighter than the body, and in others it offers decided contrast.

There are many other novelty trims. The two-tone and three-tone woven grosgrain stripe effects are used, as are the gabardine types of band in rayon, cotton or wool. Offcolor contrasts of band and body continue, but are usually less extreme than when they were first introduced several seasons ago.

A hat that has been popular in the Southwest for some time and is now rising to national favor even in big cities, where it is something really new and high-styled, is the flat-set lightweight felt with narrow band and binding.

Powdermen or quarry men familiar with blasting and high explosives are being enlisted in the Navy's construction regiment as gunner's mate second or first class.

Radio servicemen and "ham" operators can enlist in the Naval Reserve as second class petty officers for training in operation of the Navy's new radio maintenance.

Cheer the boys in uniform. Buy U. S. Defense Bonds.

SERVICE BY PUBLICATION—NOTICE

North Carolina, Wilkes County, IN THE SUPERIOR COURT BEFORE THE CLERK R. L. Bumgarner and wife, Annie Bumgarner vs.

Pedia Poplin and husband, Robert Poplin; Plato Bumgarner and wife, Mitsie Bumgarner; Pearl Bumgarner, single; Edward Bumgarner and wife, Alma Bumgarner; Mary Hart and husband, Charlie Hart; Ruth Jennings and husband, Virgil Jennings; Tyre Bumgarner and wife, Doris Bumgarner; Charlie Bumgarner and wife, Sue Bumgarner; Abigail Gilreath and husband, J. B. Gilreath; Birdie Riley and husband, Patrick Riley; Tom Bumgarner and wife, Grace Bumgarner.

The defendants, Plato Bumgarner and wife, Mitsie Bumgarner; Mary Hart and husband, Charlie Hart; Ruth Jennings and husband, Virgil Jennings, will take notice that an action entitled as above has been commenced in the Superior court of Wilkes County, North Carolina, to partition lands for division; and the said defendants will further take notice that they are required to appear before the Clerk of the Superior Court at his office in the Courthouse of said County in Wilkesboro, N. C., on the 16th day of April, 1942, or within ten days thereafter, and answer or demur to the petition in said action, or the plaintiffs will apply to the court for the relief demanded in said petition.

This the 16th day of March, 1942. C. C. HAYES, Clerk, Superior Court.

Hayes Hardware Has Supply Seeds

Hardware Store Is Large With Articles Needed in Spring On The Farm

Hayes Hardware store, located on South street, has a large and varied stock of high quality seeds in addition to a big stock of hardware. Just the items needed by farmers and gardeners for spring planting under way.

All available space in the building is filled with hardware, seeds and the high quality Purina feeds so desirable when maximum results are essential.

This year each farmer, gardener and poultryman wants to get maximum production. In fact, maximum production is demanded because of war needs. In order to accomplish this, the proper needs should be purchased and every item of needed equipment should be on hand when needed.

College students between the ages of 17 and 19 may now enlist in the Naval Reserve and remain on inactive duty until they have completed all four years of study.

The average age of a North Carolina Navy recruit who enlisted during February, 1942, was 22.59 years, the average height was 68.34 inches and the average weight was 146.09 pounds.

North Carolina is divided into seven Navy recruiting districts with headquarters at Raleigh and substations at Asheville, Charlotte, Salisbury, Greensboro, Wilmington and New Bern.

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