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INDEPENDENT IN POLITICS

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THURSDAY, SEPT. 16, 1943

World of Tomorrow

Former Governor Clyde R. Hoey in a most impressive address Sunday morning at the First Methodist church spoke on "The World Of Tomorrow".

The speaker, in his usual interesting and pleasing manner, presented three phases of the subject.

First, he told of the economic side, saying that this is a practical world and that all must work for a living and that all must have something useful to do. He urged trade and commercial expansion throughout the world.

Next, Former Governor Hoey spoke of the moral side of life. He said that he was not worried greatly about morals of returning service men, but that people at home should know the importance of living clean morally and having good homes for the returning soldiers and sailors.

And the speaker concluded his address with reference to the spiritual side of life, urging closer contact with God and an active church.

It was a splendid message which contained encouragement and the urge for sound progress along the three phases of life, economic, moral and spiritual.

Postwar Incentive

With the airing of many postwar rehabilitation recommendations, it becomes increasingly evident that there is a certain unanimity of belief among our various economic camps.

In the confused aftermath of any such mass conflagration there are bound to be difference in judgment concerning the disposition of government-owned properties and materials, the wholesale creation of jobs, payment of the war debt, and other major considerations.

But, it is encouraging to note the consensus of opinion concerning the need not for a "stop-gap" or "made work" program, but a release of the economic forces that will correct the many dislocations of war if allowed to function at maximum efficiency.

At a recent meeting of the executive council of the American Federation of Labor a recommendation was made that the War Production Board "be directed to begin plans now for reconversion, industry by industry and plant by plant so that we can all be set for action the moment the war ends.

In the revitalization of industry for peace, the first step, the Council maintained, "is to make advance plans for rapid conversion from a wartime to a peacetime basis.

"The second major step must be the encouragement of capital investment and industrial expansion for peacetime production. The Council believes that the government should not only permit, but stimulate opportunities to make a reasonable and fair profit for firms that are willing to increase production and employment. Furthermore, these business firms must be given assurance that they will not be taxed to death".

In the long run, the best incentive for bigger and better business under our free enterprise system is a chance to make a profit. No better way can be found to promote confidence and stimulate business activity.

Third War Loan Drive

Aside from having the largest goal of any government financing in history, the Third War Loan drive which opened Sept. 9 represents a challenge to every individual American. Unlike the first two drives, the emphasis will be entirely on individual and institutional subscriptions. Bank subscriptions will not be accepted in

the three weeks covered by the campaign, of which the goal has been set at \$15,000,000,000.

There is a very good reason for this emphasis. As the Treasury points out in its bulletin announcing the purpose of the drive: "The banks could provide the money. But borrowing from the banks all the money we need would make new dollars, would increase the amount of money in circulation, would lay the basis for an increase in prices of everything you buy, would in short create a dangerous inflationary situation."

The danger of a runaway inflation is reflected alike in the huge volume of money in circulation and by the largest bank deposit total in history. The national income is running currently at the rate of \$150,000,000,000 a year, more than double the income in the immediate pre-war period and more than three times as great as it was at the depth of the depression. Yet there is only about \$85,000,000,000 worth of civilian goods to buy at present prices, while the purchasing power of the public is still increasing. Unless the excess purchasing power is invested in War Bonds to close the "inflationary gap" the prices of everything will be bid up, just as in an auction where there is competition for a limited supply of scarce goods.

Recent Department of Commerce figures show that much of the increase in national income has gone to war workers, persons on government payrolls, farmers and farm operators. Obviously those whose income has increased greatly as a result of war expenditures are in better position to buy more War Bonds than those whose income has remained fixed while living costs have been going up. But it is to the interest of every individual to help prevent inflation by converting as high a proportion of savings as possible into War Bonds, the safest investment in the world today—an investment in victory as well as in personal security during the post-war period of readjustment when the Bonds can be cashed in or allowed to accumulate interest.

The drive will be a test of whether the American people are willing to finance the costs of the war through voluntary investment of funds they cannot spend. It is a challenge to the patriotism and foresight of every individual American. It must not fail.

Advertising your business builds it up, and adds to it; and advertising your troubles has a like effect.

Borrowed Comment

IT'S NOT THE CUSTOMER WHO PAYS

(Statesville Landmark)

Capable advertising authorities are agreed that it is not "the customer who pays for the advertising", as some declare, but they hold that it is the non-advertising merchant who foots the bill for the advertising merchant's advertising.

And here is the way they arrive at their conclusion: While the merchant who contracts for the advertising, formally issues a check in payment therefor, the increased business that is his because of his foresight and aggressiveness, comes mainly from trade drawn from the non-advertiser. Simple and plausible formula, isn't it? But it becomes tragic to him who by this process of reasoning, ultimately pays the bill.

Some merchants proceed on the theory that advertising is an unnecessary expense that must be added to the selling price of the merchandise, and they make it convenient to tell the customer just that. Yet in increasing numbers and increasing volume, the buyers continue to patronize the merchant who considers advertising not as an expense but an investment.

No better proof of that last is needed than the fact that the merchant who spends two per cent of his gross sales on advertising, shows a less percentage of profit than his neighbor who spends three and a half per cent. For restricted volume means restricted turnover, and the two add up to restricted profits. Carrying the analysis a little further, restricted profits also mean restricted service. And right there is where the customer comes into the picture.

For if the merchant with small volume would keep head above water, he must maintain price levels at all times. Because his turnover is curtailed, his shelves carry merchandise that is undesirable, and as undeniably priced. To this slow turnover then must be charged the fact that customers are attracted away by competitors who offer fresher merchandise and newer styles. Therefore he is the one who pays for the advertising his competitors invest in. In the end it definitely affects both the merchant and the customer.

ABNORMAL ABSURDITIES

By DWIGHT NICHOLS et al

MISSING PERSONS—

We regret having missed the 100th birthday celebration for J. E. Luther at Deep Gap Friday.

There is something about that keeps people alive and well on and on and on.

It seems that about everybody was present for the 100th birthday party for the agile Mr. Luther except his father, and reason we were not there we were out looking for him.

After looking at a number of places we found that Mr. Luther's father was not present because his grandfather had taken him out on a hunting trip.

THE WAY OF THE WORLD—

As long as there are nations there'll be something to scrap about;

As long as there is baseball there's be something to clap about;

As long as there are women there'll be something to fuss about;

As long as there is government there'll be something to cuss about;

As long as there are taxes there'll be something to weep about;

As long as there are sermons there'll be something to sleep about;

As long as there are neighbors there'll be something to talk about;

As long as there is weather there'll be something to squawk about.

MADE FIRST MESS—

A surgeon, an architect and a bureaucrat were arguing as to whose profession was the oldest:

Surgeon—Eve was made from Adam's rib, and that surely was a surgical operation.

Architect—Maybe, but prior to that order was created out of chaos, and that was an architectural job.

Bureaucrat — But, somebody must have created the chaos!

ESSAY ON BANANA—

The following essay on the banana, written in English by a Panamanian boy:

"The banana are great remarkable fruit. He are constructed in the same architectural style as sausage, difference being skin of sausage are habitually consumed, while it is not advisable to eat wrapping of banana. The banana are held aloft while consuming; sausages are usually left in a reclining position. Sausages depend for creation on human being or stuffing machine, while banana are Pristine Products of honorable mother nature. In case of sausage, both conclusion are attached to other sausage; banana on other hands are attached to one end to stem and opposite termination entirely loose. Finally banana are strictly of vegetable kingdom, while affiliation of sausage often undecided."—Ex.

FIRST LETTER HOME—

I can't tell when I started, Or how, or when from where; The only thing I'm certain of— I'm sure as h— not there.

I can't tell how I traveled— By foot, or car or train; Of if I sailed the ocean blue, Or took a transport plane.

I can't say when we landed— Set foot upon the sod, or if I mention where or when I'd face a firing squad.

I cannot mention weather, That also is taboo. I cannot say it rained or snowed— We had a heavy dew.

I can't say what I'm doing now, Or name the spot I'm at. I don't dare mention one d—n thing, And that's the end of that.

The next time I'm writing home, I'm sure it will be safer, To just address an envelope, And insert a piece of paper!

Sells Favorite Team Of Mules to Army; Meets Them Where?

Dunlap, Kas.—Soldiers are finding this a small world, often meeting old friends at very unexpected times and places.

Pfc. Ralph Hayes, a farmer, sold his favorite team of mules last February 3 just before he entered the army. The other day on Guadalcanal he heard a familiar hee-haw and going to the source of the sound, found his mules. They also are working for Uncle Sam on Guadalcanal.

BUY MORE WAR BONDS

Singing Is Held At Little Rock Church

Little Rock Baptist church was the gathering place for a host of sacred song lovers sponsored by the Southside Singing Association, Aug. 29, at 11 o'clock. President F. J. McDuffie, presiding, also led the devotional. Leader Fred Walsh led in congregational singing. The following singers opened the session: Little Rock, (Home Chair); Tilley Sprinkle Quartet from near Statesville; Beaver Creek choir; The Prospect Quartet of Wilkes and Alexander counties; The Sunshine Quartet of Hiddenite, and J. J. Foster, soloist, of Beaver Creek.

A couple of rounds brought the session to the noon hour when a long table in the grove was soon loaded with chicken and everything. Visitors from afar declared they had never enjoyed such a feast!

New singers joining the afternoon program were the Vaughn Happy Four of Hickory; The Winston-Salem Quartet, representing four religious demonstrations, and Finley-German, soloist, of Lenoir. A cheerful, appreciative audience cheered each group eagerly.

The association was delighted to have an impromptu address by our road commissioner, V. D. Guire, of Lenoir, who spoke briefly in appreciation of good gospel singing and its influence in a war-torn world.

The session adjourned to meet again the fifth Sunday in October at Beaver Creek Baptist church.—Reported.

Union Grove R-2 News of Interest

A large crowd of friends and relatives gathered at the home of Mr. J. P. Nicholson, Sunday, to help him celebrate his birthday with a bountiful dinner. Mr. Nicholson is 84 years of age and is in his usual health. After dinner the crowd was entertained by singing by the New Prospect quartet. The occasion was enjoyed by everyone and we wish for him many more happy birthdays.

Mr. and Mrs. Norman Heintz and infant son, Stephen Brady, of Baltimore, Md., visited Mrs. Heintz's parents, Mr. and Mrs. W. I. Lunsford, last week. Mr. and Mrs. Heintz were accompanied here by Mrs. Heintz's sister, Mrs. Leslie Templeton, who has been visiting in Baltimore.

OBITUARIES

Katherine Elledge Earp

Katherine Elledge Earp was born August 30, 1925, and died Aug. 31, 1943, after a brief illness of 24 hours. She was the daughter of Mr. and Mrs. John Elledge, of North Wilkesboro. She is survived by her husband, Ceol Earp, and the following brothers and sisters: Sylvester Elledge, of Karpisville; Mrs. Claude Absher, of North Wilkesboro; Denrice Elledge, of Fort Benning, Ga.; Garvey and Anna Sue Elledge, of North Wilkesboro. She was preceded in death by an infant daughter, born Tuesday, Aug. 31, 1943.

Funerals in the one-variety cotton communities should make every effort to sample each bale of cotton as it is ginned, says J. A. Shanklin, Extension Cotton Specialist at State College.

ANADEL'S STRONG POINT

For all writing and drawing requirements. The Best Anadel 1940 and this Anadel 1950 are successful for color writing, drawing, and so on. Individual colors are packaged in boxes in quarter-gross boxes, 4, 12, and 24 color assortments are also available.

DIXON ANADEL PENCILS
Carter-Hubbard

Was Afraid to Go To Table, States Farmer

He Felt So Achy, Sluggish and Rundown Could Hardly Raise His Hands Above Head, He States. Tells Of His Case and Gratefully Praises Retonga.



MR. R. G. CAVNEY

Well known men and women are daily coming forward to tell of their happy relief through Retonga. Among the latest is Mr. R. G. Cavney, owner of his own home and hog and poultry farm, near Schoolfield, Va., who declares:

"For about a year everything I ate seemed to hurt me with indigestion until I was actually afraid to go to the table. Gassy bloating made me feel I couldn't get my breath and my head often ached as if it would split. My nerves felt jumpy, and I felt achy and full of toxic wastes. It was painful to raise my hands above my head and I got so I couldn't give my poultry and hogs proper attention. I had to take strong laxatives regularly and spent money until I was just about ready to give up.

"Retonga relieved all this distress so promptly I hardly realized what was happening. I eat heartily now. I don't have to take harsh laxatives, and the pains in my arms and muscles are relieved. I can't say enough for Retonga."

Retonga is for the relief of distress due to insufficient flow of gastric juices in the stomach, constipation, and Vitamin B-1 deficiency. Acent no substitute. Retonga may be obtained in North Wilkesboro at HORTON'S Drug Store.—Adv.

— WE WILL SELL THE —

A. Low Miller Farm!

100 Acres Subdivided Into Small Tracts and Many Beautiful Summer Home Sites!

This beautiful land situated on top of the Blue Ridge Mountains (elevation over 3000 feet) at the intersection of the Jefferson and North Wilkesboro Highway and the Blue Ridge Parkway, and at

Glendale Springs
In Ashe and Wilkes Counties, N. C.

TELEPHONE AND ELECTRICITY

If you want a nice summer home or some good farming land, attend the

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10:00 A. M. **Wed. SEPT. 22**

EASY TERMS!

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• THE PEOPLE WHO SELL •