

The Journal-Patriot

INDEPENDENT IN POLITICS

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THURSDAY, NOVEMBER 22, 1945.

sible maximum production. It is proceeding aggressively with near revolutionary merchandising schemes. Department stores are rushing into such new lines as light planes and frozen foods. The shelves of tire stores are being stocked with a vast number of other items. Filling stations are becoming counterparts of the country store, stocked with everything from candy and cigarettes to garden supplies, small electrical appliances, toys, games and dozens of other "impulse sales" goods.

Not only do retailers face competition from unexpected quarters, but they must also grapple with the problem of unavoidably higher distribution costs and narrowed unit profit margins. To live, they must secure volume. Volume will depend to a large extent upon selling. Some authorities estimate that there will be 10,000,000 selling jobs. Sales rivalry will be severe.

This is a picture of retail distribution today. It is a picture of a progressive, hopeful industry. The best laid production and employment schemes will come to naught unless the man behind the counter can put them across to 130,000,000 consumers.

Franklin: "Necessity never made a good bargain."

Goethe: "What is the best government?—That which teaches us to govern ourselves."

"No wonder Tojo bungled his pistol suicide. He never was a straight shooter."—Milwaukee (Wis.) Journal.

Caruot: "In a free country there is much clamor with little suffering; in a despotic state there is little complaint but much suffering."

- THE -

EVERYDAY COUNSELOR

By Rev. Herbert Spaug, D. D.



"Wherefore they are no more twain but one flesh. What therefore God hath joined together, let not men put asunder." Thus the Bible describes a true marriage, made and blessed of God. Sadly, we must admit that not all marriages are blessed of God. It is difficult to believe that a hasty marriage performed by some civil official under the sudden impulse of emotion has the blessing of God. Such marriages are not often enduring.

In a true marriage which results in the birth of a child, the two become one flesh in the new life of the child, but there is more than that. There is the death of two selfish attitudes. The one seeks the desire of the other. Instead of two desires there becomes mutual desire.

There is no place for selfishness in a happy marriage. I come back to an old theme of mine—There can be no truly happy marriage without God in the center.

Looking over the many cases of domestic unhappiness which have come to my study, I can recall some in which the selfish desires of one or both have not been predominant. Even where there are children in the home, their welfare is forgiven in the clashing of selfish personalities.

A man and a woman who are united in holy wedlock, "for better or worse," can live together in happiness and without friction if they have a will to do so. A man or woman who wants to continue to live his own life without due regard for the other, should remain single.

Marriage is a serious business. If it is entered into with the blessing of God and the church, it is a holy contract, "not to be entered into lightly or unadvisedly." The hope of a peaceful world depends upon peaceful homes.

As marriage promotes the merging of two physical beings, it must promote the merging of two personalities, so that the twain become one in body, mind and spirit. Only in this way can true happiness be found in marriage.

My "Ten Commandments for a Happy Marriage" will be sent upon request and a self-addressed stamped envelope. These rules in form suitable for framing will be sent upon receipt of ten cents and postage.

EDITOR'S NOTE—Dr. Spaug's new book, "The Pathway to Contentment," will come from the press about December 1. It is being published in response to the request of many readers, and contains material which has appeared in this column. The price is \$1.00 postpaid. Orders may be sent to The Everyday Counselor, Box 4145, Charlotte, N. C. Advance orders will be autographed.

ABNORMAL ABSURDITIES

By DWIGHT NICHOLS et al

MAKING PROGRESS—

Two little girls were comparing progress in catechism study. "I've got to original sin," said one. "How far have you got?"

Said the other: "Oh, I'm way beyond redemption!"

MUST LIVE UP TO IT—

"Now that I've told you about my past, do you want to marry me?"

"Sure, baby."

"I suppose you'll expect me to live it down?"

"No! I'll expect you to live up to it."

TALE OF TWO RABBITS—

Two rabbits got lost in the woods and had a hare-raising experience.

WHAT A DIFFERENCE—

"A single salmon," declared the pretty young teacher, "produces in one season 20,000 young."

"Teacher," cried little Evelyn, "how many young does a married salmon produce?"

WISE (?) GOLDFISH—

We like the little story about the goldfish. How wise they looked while swimming around in their glass home and how a member of the fair sex—deciding to clean the bowl in which her goldfish lived—discovered that they weren't so wise after all.

She had filled a large tub with water—so the story goes—and then emptied the fish into the tub so that they might have a big swim while she was cleaning their bowl.

But did the fish go to the edge of the tub and thus enjoy a much larger swimming area?

They did not. They swam 'round and 'round in small circles the size of the glass bowl!

People are like that, too. They become so used to their own ideas and their own limited vision that the moment some fellow with imagination tries something new, they yell, "It can't be done."

One must imagine if one would grow.

Life would be terribly humdrum and is terribly humdrum if vision isn't exercised—and if we refuse to reach out for bigger things.

Arthur Brisbane once said that it wouldn't be so long before flying machines would take the place of our express trains on long journeys—just as the trains took the place of stagecoaches. But, he added, very few people have imagination.

Yet, today, the airplane is not only an accepted convenience but an actual necessity.

Are you as wise as the goldfish? Or, are you trying to swim out beyond the narrow circle of your day to day habits?—Exchange.

Wilkes In Second District In Beer Control In State

To increase the scope of its voluntary cooperation program, the North Carolina Committee United States Brewers Foundation divided the state into 16 districts.

Wilkes county is in the second district. The district committee cooperates with the general committee in the campaign to rid North Carolina of objectionable practices in the sale of beer. Edgar N. Bain, of Goldsboro, is state director.

The industry's voluntary cooperation program has been in operation in North Carolina since May, 1939, and has won the approval of the press, public officials and law enforcement agencies.

-:SOCIETY:-

Mary Prevette Is Given Party

Sunday afternoon the young friends of Mary Geneva Prevette gave her a surprise birthday party celebrating her twelfth birthday.

The pink and white birthday cake with twelve candles was placed in the center of the dining room table. The group gathered in the dining room to surprise her when she came in from church service.

Margie Pendry, Betty Dancy and the honoree's sister, Mrs. Clarence Call, serving as hostesses, directed the games and served refreshments to the party.

Mary Geneva received a number of nice gifts and remembrances.

Eleven counties in North Carolina have a farm income of more than a million dollars a year from dairying.

NOTICE OF SALE OF LAND

North Carolina, Wilkes County. By virtue of an order of the Superior Court of Wilkes county, N. C., signed by the Clerk thereof, appointing the undersigned Commissioner to sell the lands described in the petition and for the purposes therein described, the undersigned Commissioner will, on November 29, Thursday, at 10:30 a. m., 1945, offer for sale for cash to the highest bidder the lands described below. The bidding will be started at \$4,000.00, and both

Sam P. Mitchell

Civil Engineer
CITY AND FARM SURVEYS
PROPERTY PLATS

Office 2nd Floor Bank of North Wilkesboro Building

Office Phone 227.
Residence 566

public and private bids will be received and reported at the highest bid.

That the lands to be sold belong to Mrs. C. A. Edmisten and husband, W. H. Edmisten consist of one large tract and three smaller tracts and is known as the home place and lies in Lewis Fork township and is described as follows:

First Tract: Beginning on Nancy West's black pine corner and running with her line to J. J. Marley's black oak; thence west 5 poles to a road; thence south with the road 7 poles to Peter Rigan's line; thence east with that line 27 poles to the beginning, containing 2 acres more or less, and lying on the waters of Naked Creek.

Second Tract: Beginning on a red oak in William Ellison's line and running north 130 poles to a white oak in Peter Rigan's line; thence with said line to a black oak in J. J. Marley's line; thence with said line to J. T. Foster's line; thence with said line to the corner; thence east with J. W. West's line to the line of Frances Eller and J. I. Messick to the beginning, containing 60 acres more or less.

Third Tract: Beginning on a stake on the Deep Gap road, and running west with the old Lavina Foster's line to a white oak on a ridge; thence running southeast to a post oak on the ridge; thence south to a pine; thence south about 2 poles to a double pine in the old field on the hillside; thence southeast to a maple on a hillside, Frances Eller's line; thence north to Frances Eller's hickory corner to a hollow; thence north with Frances Eller's line to the beginning, containing 12 acres more or less.

Fourth Tract: Beginning on a stone on the old ridge road in E. W. Elledge's line, and running south 2 deg. west with W. H. Edmisten's line, it being an old marked line, 48 poles and 15 links to a pine stump and stone; thence south 87 deg. east with Eliza Dula's line 20 1/2 poles to a small maple on the west side of the road; thence north 12 1/2 deg. west 30 poles to a stone at the forks of

the road; thence north 19 1/2 west with the ridge road and the waters of the same 6 poles to a stake; thence north 22 1/2 deg. west with same 7 poles to a stake in said road; thence 47 deg. west with same 5 poles and 9 links to the beginning, containing 3 164-160 acres more or less.

The above boundaries are subject to a small tract heretofore sold to Mrs. Veoria Bumgarner located near her residence and except a small tract sold to E. W. Elledge in exchange for the fourth tract above mentioned which deed is recorded and excepted heretofrom. This 26th day of October, 1945.

T. E. STORY,
Commissioner

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VICTORY LOAN

Thanksgiving

America has never approached a Thanksgiving season with more reason to be grateful than now.

Thanksgiving was originated when the early settlers set aside a day to give thanks to God for the blessings of the year.

Thanksgiving has become a great American institution—a day set apart for expression of gratitude for providential care.

As we approach Thanksgiving this year and we review the blessings of the year, we are first reminded that during the past year America has emerged from bloody conflict into a glorious and victorious peace.

Our enemies, which were also the enemies of justice and freedom everywhere, have been thoroughly defeated and their power to wage war has been crushed.

Our men are returning from the fields of battle to peaceful civilian pursuits. Some, of course, will never return. They lie beneath white crosses on so many fields of battle—grim reminders that we should be eternally grateful for their supreme sacrifice.

A recent check-up on war casualties from Wilkes county shows a total of 96 Wilkes men who lost their lives in service during the war. With possible omissions, it may be that the casualty list will total as many as 100. In addition, there are many who have been severely and permanently injured and who will wear the scars of battle throughout their lives.

Our nation is at peace, our people are well fed, well clothed, well housed and are prosperous.

Surely at this Thanksgiving we can turn our hearts in gratitude to God and say with the Psalmist: "Give thanks unto the Lord."

Distribution First

A significant cartoon appeared in a national news magazine recently. It showed a bespectacled little man wearing the tag, "Retailer," peering nearsightedly around a door at a committee of masterminds who sit imposingly at a conference table considering the problem of sixty million jobs. Nothing would serve as a better reminder of the fact that the retailer is the spark plug of activity in this country. Unless he can move the products of industry into the homes of consumers, there will be precious little production and few jobs.

The retail distribution industry recognizes the role it must play in making pos-

"ANYTIME IS SANDWICH TIME...."



Now On Sale At Your Favorite Grocery Store

"for convenience, deliciousness and flavor, my Club Thin Sliced Sandwich Bread is a natural favorite when it comes to making super-sandwiches."

Bell

CLUB THIN SLICED SANDWICH LOAF



Billy Bell