

The Journal - Patriot

INDEPENDENT IN POLITICS

Published Mondays and Thursdays at
North Wilkesboro, North Carolina

D. J. CARTER and JULIUS C. HUBBARD
Publishers

SUBSCRIPTION RATES:

One Year \$2.00
(In Wilkes and Adjoining Counties)

One Year \$3.00
(Outside Wilkes and Adjoining Counties)

Rates To Those In Service:

One Year (anywhere) \$2.00

Entered at the postoffice at North Wilkesboro, North Carolina, as Second-class matter under Act of March 4, 1879.

THURSDAY, NOVEMBER 29, 1945.



Christmas Shopping

A casual survey of North Wilkesboro stores indicates that our merchants have done a splendid job in stocking merchandise for the holiday season.

With so many shortages existing, it is remarkable that they have done so well in the many departments of the merchandise business.

It is our opinion that North Wilkesboro stores are better prepared with merchandise for the holiday season than those of many of the larger cities in the state.

Merchants in the reconversion period are plagued with many difficulties. One of the greatest of these comes from the fact that manufacturers in many lines have not had time to get merchandise to the distributors, and the general public does not understand all the factors involved. It takes time to change back from a war plant to civilian production, and it takes time to get the finished products to the shelves of retail stores.

But with all the difficulties, local merchants are continuing to render the public excellent service. Stocks are as nearly complete as possible, and if the exact article desired is not available, there is usually a practical substitute.

— MORE ABOUT —
COBLE
(STARTS ON PAGE ONE)

of what is now Coble's Dairy.

On that day of November, 1934, he bought the old forlorn and twice-bankrupt Piedmont dairy, in Lexington, which had formerly been the Davidson county creamery.

First Venture.

He paid down that \$75 and promised another \$75 each month until the \$6,000 price was paid. One farmer, W. G. Mize, brought him 11 gallons of milk the first day and his business netted \$2.78. Mize still produces for him.

Right then, he had not envisioned the big industry which he owns now. His main thought was to keep things moving and to make the business pay. He had little encouragement from others. The state had been importing great quantities of milk and he intended to bring that business to the state.


He persuaded farmers to supply him with whole milk, and each year tried to add more to the plant network. Now the Lexington plant alone has 1,500 producers and the entire firm has more than 7,300 farmers producing. These farmers are paid

Our merchants are to be commended for the success they have attained in securing large and varied stocks of merchandise in this era of shortages, and it is certain that a record volume of holiday trade will reward their efforts.

— THE —

EVERYDAY COUNSELOR

By Rev. Herbert Spough, D. D.



When a man, woman, boy or girl commences to lose interest in the church of which he is a member, becomes careless in attendance, look out! I am just working through an accumulated pile of Everyday Counselor mail. Here is case after case of husbands, wives, children creating home problems. As I read the backgrounds, almost invariably the first step in the downward path has been neglect of church attendance and duties.

It is surprising how quickly one can fall into a deep spiritual slump. Elders, deacons, vestrymen, Sunday school teachers, church officers, choir members can quickly fall out of the church and into habits which will bring to them and their families much grief.

The people who crowd our jails on week-ends are not regular church attendants; you can be sure of that. And these jails are becoming increasingly crowded, I have reason to know.

Here is a letter, signed, "A Miserable Wife." Usually these unsigned letters go into the waste basket, but this one I can print. One of similar nature, signed, would be treated in confidence.

"My husband and I have been Christians for a long time. We were both received in the church and have been active in its work. We have no children. My husband still goes to church some, but he has lost interest in his church work. At the same time he has commenced running around with other women. I have plead with him to stop and can't understand why he is doing this." This letter is multiplied many times in those which come into this office.


When a man or woman leaves a home which has been happy to seek something else outside, it indicates there is either a lack in the home or in the person. The same is true in the church. They are seeking to satisfy some inward longing or hunger. In the case of the home usually both husband and wife have grown careless in seeking to meet the desires of the other. In the case of the church, they have become occupied with secular things which causes them to lose the taste for spiritual things.

Jesus Christ spoke of the "strait gate" and the "narrow way" which leads upward to the full Christian life, comparing it with the "broad way" traveled by the majority which leads to destruction. Throughout my almost 25 years of pastoral experience, counseling, answering problem letters, I have discovered that when a man or woman loses interest in the church he is setting his feet on the first step of the stairway which leads down to the highway to destruction. Some descend rapidly, others slowly. Mark this down:

When you turn your back to God you are facing the devil and the highway to hell.

ABNORMAL ABSURDITIES

By
DWIGHT NICHOLS
et al



There comes a time once a year when we must write our annual letter to St. Nicholas, the grand ole man with a long beard and the pack on his back, the selfsame guy who rides the air-lanes in a reindeer sled and miraculously comes down the sooty chimney without a trace of soot-stain, even on his flowing beard.

We wouldn't want to burden the grand ole man too much, but there are so many things needed around here that the list would be long if it were all-inclusive.

This community needs so much that Santa will perhaps have to put on an extra sled if he fills the bill.

Maybe, if we just implored Santa Claus to delve into the realm of the immaterial he could bring to all of us a greater and deeper desire to improve our town, our community and our county. If you can do this, Mr. Santa Claus, you will have solved our needs, because if we really want the things which will improve our community, we can find the means and ways to provide them.

Among other things, we need a Y. M. C. A., an athletic field, a stadium, a playground. Practically every high school in the county needs an athletic field. The county needs a million dollars worth of school buildings, North Wilkesboro needs a school building. We want a good highway up the river to the Caldwell line. We need flood control on the Yadkin. We need a highway to Traphill and a highway on the Brushies. We need a freezer locker plant. We need more parking space in North Wilkesboro. We need more tires, more sugar and the end of rationing of both. We want more and better chewing gum and ditto for candy. We need holiday lighting for our streets. We need far less noise on the streets at night.

Some of these things we can get or do for our selves, but on some we'll need plenty of help, so please don't forget us this Christmas time.

..... try absorbed the Carolina dairy at Kannapolis, then taking over the Lincolnton dairy that had been closed down for 17 years. The ink had hardly dried on the deed before the plant was being remodeled. It, also, is doing a thriving business now.

Next strike was to establish a milk distribution plant at Rockingham.

The following move was westward. At Murphy, one dairy had notified the producers there that it would buy no more milk from them. Coble bought the plant and

put in a modern condenser outfit to serve the ice cream industry.

A similar situation occurred at Franklin, and Coble's bought up the receiving plant there.

Expands Plans.

With the expansion to other spots in the state came new expansion at Lexington as well. There the size of the building, including the laundry, now runs about 450, feet down the front of an entire city block which was bought up by the dairy. The dairy building is being doubled in size and Coble declares he intends to make 100 million ice cream pies next year, to produce between five and six million gallons of ice cream as well.

While the Lexington plant is expanding, he this week completed a deal to purchase three milk routes from the Cedar Lodge dairy in Thomasville from former Congressman Walter Lambeth. The latter is to furnish whole milk to Coble's. Delivery began last Wednesday morning from Coble trucks.

Except for the producing farmers and the ultimate consumers of the milk products, the "country boy" has made his industry almost self-sufficient. His own garage repairs his trucks, his own workshop does needed jobs, his own men build his buildings and his own ice plant produces 140 200-pound blocks of ice daily.

Raises Feed.

About two years ago Coble's bought up eight adjoining farms on the old Salisbury road and became owner of more than 1,000 acres of land. The land has been almost cleared of woods, the wood sold for pulp and lumber and the residue is now being sold for firewood. The cleared fields have been sowed in grain and acres of wheat and alfalfa and other forage crops make the rolling land a bright green. Bulldozers will soon be clearing stumps away as well.

In addition, the dairy built a large modern barn on the farm. It has a capacity of 150 cows. A new and even more modern one is nearing completion now nearby, to house 120 cows. . . Guernseys and Holsteins. He has 147 heifers raised on his farm at present.

This week he expressed his satisfaction that his theory of helping the farmer would be beneficial to everyone was a proven one. He has pushed dairying education, provided equipment, feed, small dairy sheds and even bulls for use by the producing farmers at his cost. Soon he hopes to have 400 purebred bulls spread around the countryside, improving the farmers' stock.

Sam P. Mitchell
Civil Engineer
CITY AND FARM SURVEYS
PROPERTY PLATS

Office 2nd Floor Bank of North Wilkesboro Building

Office Phone 227
Residence 566

718 Employees.

The industry, which is producing 60,000 gallons of milk and milk products a day with 7,300 farmers supplying the whole milk. The net of employees now stands at 718.

"Coble is a busy man, but he manages to do a bit of promoting along high-powered lines. This includes holding such offices as presidency of each of the North Carolina Dairy Products Association, the North Carolina Dairy Foundation and the Lexington Kiwanis Club. In addition he was recently made a trustee of the Greater University of North Carolina.

He is chairman of the building committee for the modern hospital now in process of construction at an estimated cost of \$300,000 for Lexington, on a wooded knoll just outside of town. He is a Methodist.

NOTICE - SERVING SUMMONS BY PUBLICATION

North Carolina, Wilkes County.
In the Superior Court
Max Kilby vs. Anne Kilby
The defendant, Anne Kilby, will take notice that an action entitled as above has been commenced in the Superior court of Wilkes county, North Carolina, for an absolute divorce on the grounds of two years separation; and the said defendant will further take notice that she is required to appear at the office of the Clerk of the Superior court of said county in the courthouse in Wilkesboro, North Carolina, within twenty days after the 8th day of December, 1945, and answer or demur to the complaint in said action, or the plaintiff will apply to the court for the relief demanded in said complaint.

This 8th day of November, 1945.
C. C. HAYES,
12-3-M Clerk Superior Court

His family, and only hobby includes his wife, the former Miss Mae Coltrane, daughter of S. E. Coltrane, and two children, Edgar, nine, and Georganne, 10. He has a large home outside of Lexington with a barn for his helpers there, plus a small and-clubhouse for his employees.

NOTICE OF SERVICE BY PUBLICATION

North Carolina, Wilkes County.
In the Superior Court
Vedie Johnson vs. Howard Johnson
The defendant, Howard Johnson, will take notice that an action entitled as above has been commenced in the Superior Court of Wilkes county, for an absolute divorce on the grounds of adultery, and the said defendant will further take notice that he is required to appear at the office of the Clerk of the Superior Court of said county at the courthouse in Wilkesboro, N. C., within 30 days after the running of this notice, and answer or demur to the complaint in said action, or the plaintiff will apply to the Court for the relief demanded in said complaint.

This 8th day of November, 1945.
C. C. HAYES,
12-3-M Clerk Superior Court
F. J. McDuffie,
Attorney for Plaintiff

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Bell

**CLUB THIN SLICED
SANDWICH LOAF**

twice monthly and find they like that better than seasonal checks for cotton or tobacco . . . although their milk production does not hamper either, but complements them on the farms, Coble pointed out.

Follow Pattern.

He soon began building. He followed the same pattern. He bought a bankrupt and closed receiving station in Wilkesboro, now has a \$300,000 plant there which has provided the armed force with powdered milk and eggs until recently.

He bought another bankrupt receiving plant in Lansing, then picked up an old cheese factory in Sugar Grove, both about defunct. The three mentioned now handle about 22,000 gallons a day, combined.

His next step was at Walnut Cove, where he backed the skeptics among the tobacco men and built a plant that now handles 5,000 gallons daily.

Priorities bothered him on equipment, etc., so he bought a bankrupt laundry at Appomattox, Va., moved it to Lexington, and began doing his employees laundry free.

Seeks Self-Sufficiency.

He strove to gain self-sufficiency. His next strike was again into tobacco country, setting up another receiving plant that now handles 6,500 gallons daily.

A current project is under way in South Boston, Va., where he is building a \$350,000 plant for condensed and powdered milk production.

He leased his old stamping grounds, Sunnyside Dairy at Guilford from his brother, Walter, and gets 1,500 gallons daily from there.

He and Walter and his other two brothers, Charles and William, bought out the Woman's College dairy near here several weeks ago, named it Samco Dairy after their father, Samuel E. Coble, and now plans to put in one of the finest in the south, and to supply his Lexington plant from it also.

L. L. Ray, former county agent for Duke Power, put him onto the deal that brought him into contact with the Ramseur Lions Club and later in setting up a receiving plant there that now handles 4,000 gallons daily.

Furnishes Cams.

Shortly after the Ramseur plant got under way, the government asked Coble's to supply Cherry Point and Camp Lejeune with milk. Coble's answer was to double the capacity of the plant there within three weeks, taking care of the order for fresh milk for both of those bases.

Next, Coble's growing indus-