

# The Journal - Patriot

INDEPENDENT IN POLITICS

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## Merchants Progressive In Promotion Plans

Merchants of the Wilkesboros, combining their efforts through the medium of the Trade Promotion committee of the Wilkes Chamber of Commerce, are planning a dollar days event August 11, 12 and 13.

This is one of several events for the year, all of which are of mutual advantage to the merchants and their many thousands of customers in northwestern North Carolina.

Modern and progressive merchandising demands that merchandise be sold, and not be carried over from season to season or until it becomes outmoded.

In the dollar days event customers will benefit greatly and will take advantage of some real savings. Participating firms will offer special reductions in selling articles or groups of articles for one dollar. They will also offer special values in higher priced merchandise by reducing prices several dollars.

The merchants will benefit in that they will sell their merchandise and make room for more. It is not expected that they will make any big profits, in numerous instances they will sell for less than costs. But the sales will provide capital for more purchases and lessen their inventories at a time when they need the space for incoming winter merchandise.

The co-operation in evidence among the merchants of the Wilkesboros will be a great asset to the community. Not only will they benefit, but the public will receive more and greater values through such promotion events, which will attract a greater number of customers and serve to show people in the expanding trade area that no city can offer better merchandising service.

## Motorists Warned That Speeders Lose

With this warning the North Carolina Department of Motor Vehicles launched its safety program against the dangers of excessive speed. This concentration on speed is part of a continuing, year-around traffic safety program conducted nationally by the National Safety Council and in North Carolina by the Department.

"Too much speed is a contributing factor in one out of every three fatal traffic accidents," said Jeff B. Wilson, director of the Highway Safety Division. "This means that too high speeds play a part in the deaths of approximately 250 persons yearly on North Carolina highways."

Fully as important as posted speed limits—if not more so—, according to Wilson, are the speed limits that each motorist should impose upon himself.

"Call them 'conscience speed limits' if you wish," the Highway Safety Department director said. "But in every driver there should be a sense of responsibility toward his driving—a realization that posted speed limits are an interpretation of what constitutes safe speed on a road under ideal circumstances."

"Too seldom, however, is the road traveled under ideal circumstances. Night, rain, fog, other traffic, the road surface, the driver's physical condition, and countless other factors must be taken into account. Posted speed limits should be a guide. Often conditions make them too high for safety."

"Take it easy when you drive," Wilson warned. "The minute you might save by speeding is never worth a fraction of the

life you risk trying it."

Wilson gave the following seven tips on speed:

1. Heed both legal and common sense speed limits.
2. Maintain control over your car at all times so that if a quick stop is necessary it can be made safely.
3. Remember that intersections and traffic signals are slow-down spots. Be prepared to stop.
4. Keep an adequate distance between you and the car ahead.
5. Remember that there may be a car right behind you—keep an eye on it in the rear view mirror, give proper hand signals, and avoid on-a-dime stops.
6. Slow down at sundown. Your speed at night should be no greater than that at which you can stop within the range of your headlight.
7. Probably the most important rule of all is—never forget that speed kills and cripples thousands annually.

What would your chances be of walking away, uninjured, after driving your car off a 10-story building?

According to Jeff B. Wilson, director of the Highway Safety Division of the North Carolina Department of Motor Vehicles, the physical effect is the same as if you hit a solid obstruction on the highway at 60 miles an hour—and the odds against your getting out of it unharmed are about the same.

"At this speed your chances of being killed, rather than injured, are about eight times greater than they would be if you were traveling at 20 miles an hour," Wilson said. "Special studies of rural accidents show that the higher the speed the greater the chance for death in case of an accident."

A new book, "What About Smoking?" by C. Aubrey Hearn of Nashville, Tenn., declares that the average American spent \$28 for smoking tobacco in 1948, and the average American smoker spent \$62. This compares with \$6 given by the average American to all religious causes in 1948, and \$24 given by the average American church member in 1948.

Practicing for an attempt to swim the English Channel, a young girl named Shirley May France swam through New York harbor the other day from the southern tip of Manhattan out to Coney Island. The only thing that surprises us is that she didn't have to swim right back. A patch of unoccupied beach must be pretty hard to find in these days of all-time record Coney Island crowds.—Statesville Daily Record.

**LIFE'S BETTER WAY**  
WALTER E. ISENHOUR  
High Point, N. C., Route 4

**A DEPARTED SISTER**  
In His mercy, grace and kindness,  
In His wisdom and His love,  
Jesus calls His faithful children  
To a blessed home above,  
Where the shining saints and angels,  
In their robes of lily-white,  
Dwell in peace and joy forever,  
Far beyond the shades of night.

There the soul of this dear sister  
Rests from all her toil and care,  
Joining with the saints of glory  
In God's praises grand and rare,  
Maybe singing with the angels  
Songs that mortals cannot sing,  
And in testimony crowning  
Jesus Christ as heaven's King.

She was humble, kind and gentle  
As she dwelt upon the earth,  
Proving that a life of goodness  
Is the only life of worth;  
Hence we knew her as a Christian,  
With a shining, smiling face,  
Faithful to her Lord and Master  
As she ran life's rugged race.

Many times her testimonies,  
And the earnest prayers she prayed,  
Helped to strengthen faith in others,  
And to make them unafraid,  
As they stood for Christ our Savior,  
And His cause amid the throng,  
Giving grace and giving courage  
For the right against the wrong.

To her home and to her loved ones,  
And the church she loved so well,  
She was always true and faithful,  
Which we now delight to tell;  
For it gives us strength and courage  
When we think of some good soul  
Who has gone through tests and trials  
And has made it to the goal.

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