

The Alleghany News

AND STAR-TIMES

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The News is glad to publish letters, not too long, on matters of general interest. But such communications must be accompanied by the real name of the writer, even when they are to be published under a nom de plume.

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"If the choice were left to me whether to have a free press or a free government, I would choose a free press."—Thomas Jefferson.

Public Responsibility

In May, the President's Conference on Fire Prevention adopted an Action Program which should be put into effect in every state without delay. One of its essential proposals is that governors appoint statewide fire safety committees and that each state hold a fire prevention conference to establish a practical line of action tailored to its own particular needs.

The Action Program is all-inclusive. It contains recommendations, framed by the leading fire prevention experts of the nation, on such vital matters as law enforcement, building construction, fire-fighting services, public education, and research. But it will be of no avail if states and communities fail to put it into effect. It offers the nation an opportunity—and it is up to the people to accept it.

No one can doubt that the magnitude of our fire loss constitutes a real national emergency. More than 10,000 lives and \$561,000,000 worth of property were destroyed last year. The total, unless it is checked, will be higher this year. Month after month, the figures have been rising.

In opening the Conference, President Truman said: "Fire Prevention is a year-round public responsibility. I believe the highest state and municipal officials must assume greater responsibility for leadership in this field." The time to act is now.

Improved Selling

In a recent address, Dr. Paul H. Nystrom, Professor of Marketing at Columbia University, dealt with selling problems that confront manufacturers and retailers.

Modern selling, he observed, makes more and better use of advertising and of display. Marked advances have been made in visualizing and demonstrating the worth of products. On the other hand, he continued, there has been a "serious decline in efficiency in personal selling." By and large, salesmen for manufacturers, wholesale houses and retail stores now do less selling, perform fewer services for their customers, know less about their goods, and cost more than in prewar days. This is due in part to reduced hours of work, coupled with higher pay. It is also true, however, that too many salespeople lack drive, and tend to lean more and more heavily for results upon the aids of advertising, display and packaging.

The remedy, Dr. Nystrom believes, is long-range training to build up the knowledge, habits, attitudes and enthusiasms which are necessary to successful human contact work. That training will require years in many cases, and campaigns which are limited to a few days or weeks, of the "six easy lessons variety," will not work. The "born salesman," who can sell anything, is a rare bird, and there will never be enough of him to meet the needs of American business. The average salesman, who is the backbone of any sales organization, learns relatively slowly, and he must be carefully guided and trained.

Dr. Nystrom has pointed to one more way in which all kinds of retail business, chain and independent, can make further achievements in holding down its overhead costs as a means of controlling the cost of goods to the consumer. In the days ahead, stores with the most efficient sales staffs will have a substantial competitive edge over those where sales personnel lack knowledge and drive.

Energy For Summer

The good old summertime is here and the opportunity for youngsters to burn up an even greater supply of energy is now with us. Baseball games, bicycles, swimming, roller skating, and the thousands and one other things in which boys and girls find opportunity for strenuous exercise, mean even greater care in menu planning.

If the children seem to have a greater than usual liking for pies, pastries, or various other foods which contain fats, it probably is simply wise old Mother Nature urging them to eat such foods. For, dietitians and nutritionists tell us, fats are capable of furnishing more than twice as much energy as the same amounts of carbohydrates.

Fats yield nine calories per gram, with carbohydrates yielding four to the gram. At the same time, the health authorities and food experts point out that much of the pleasant taste of many of our foods come from fats. Fatty foods add a great deal of zest to many dishes.

And it has been proved without question of doubt by research chemists and food experts that fats are highly digestible. Recent tests on meat fats particularly have shown a digestibility ranging up to 97%.

Development of special meat fat products with high shortening power and their ability to retain their freshness even though not kept under refrigeration, means that adequate supplies of high grade shortening can be kept on hand throughout the summer—ready for use in providing the energy supplying foods to replace the calories burned out in summertime play.

Cleanliness

During war years when soap was among the many shortages, there were some pessimists who believed that the people of the United States would forget some of their habits of cleanliness. Present indications reveal that this year will show greatly increased facilities for cleanliness, however.

Builders and home planners believe we shall have more bathrooms, more bathtubs, more hot water, more washing machines, more of almost everything that facilitates cleanliness. At present, less than half of the 37 million dwelling units in the United States have bathtubs or showers. During the war, most of the manufacturers of plumbing supplies devoted their factories to making war materials. Now practically all of them have reconverted to civilian production. The Federal Housing Expeditor has helped by removing the control on the number of bathrooms in new houses. It is no longer necessary for a home builder to limit his bathrooms to one for each 1,500 square feet of floor space.

Emergency production during the war has taught employers the importance of providing adequate clean-up facilities. We find on every hand a desire to install better washrooms, toilets, and locker rooms. In the food trades especially plant sanitation and employee cleanliness have made a striking advance.

On account of the shortage of materials and manpower during the war years, we were obliged to let our public buildings, our schools, our railroad stations, our factories, and in many cases even our homes get dirty; but that emergency has passed and one of the most significant signs of peace is the nationwide desire to get clean again.

Sell Beans In West Jefferson

Farmers throughout this area are urged to sell their beans in West Jefferson. Local auction markets not only offer prices and service comparable or better to those found elsewhere, these local markets also offer growers an opportunity to sell their beans at home and eliminate travel expense and time.

Then too these markets, home-owned and home-operated, take a personal interest in the growers. Every effort is made to secure the best possible service and price for the growers. Growers, who have sold on these markets know this, those who have not, will find this to be true, when they bring their beans in for sale.

West Jefferson merchants and other institutions also offer many advantages to growers, by supplying shopping needs. As the season opens we urge that you sell your beans in West Jefferson and while you are here supply your other needs at the establishments of West Jefferson Merchants. They are ready to serve you at all times. (The Skyland Post.)

Your Tri-County Health Dept.

By Robert B. King, Jr.
District Health Officer

Public and private water supplies are of public importance concern. Public water supplies are usually regulated by local ordinances of cities or townships, but also are subject to the same principals of sanitation as any water supply. Private water supplies are of public importance when the people on whose property they are located are carriers of contagious diseases or sell milk or other food products of the farm or engage in some public business.

Springs, wells, lakes, and rivers supply water which may or may not be pure. Private water supplies, usually are obtained from springs or wells which are ordinarily thought of as supplying pure water which needs no artificial purifying. This is not necessarily true just as water from lakes and rivers has to be purified by filtration, flocculation, and chemical treatment with limes, chlorine, charcoal, alum, and other chemicals so must the private water supply be treated. In selecting a water supply the water shed must be considered as well as the foundation from which the water springs. Springs should be protected from surface drainage by enclosure in a cement box with a tightly fitting cap and dirt should be thrown in against the box so as to drain surface water in all directions and should be protected from cattle by fencing. A well should be far enough from the barn yard or out house so that water draining through the earth will not contaminate the well.

The problems of water supply which confront the sanitarian are many and varied, but it is part of his job to know the answers to your questions, and he will be glad to help where he can.

PRODUCTS TO BE SOLD TUES. FRIDAY

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be ready to serve at 10:00 a. m. 9. Selling should not begin until the tables and prices have been checked. 10. All sellers must be members of a home demonstration club and must have taken the Wassermann test.

Other committees named were the price committee, composed of Mrs. Will Hoppers, Mrs. R. D. Richardson and Mrs. Mac D. Wagoner. Food inspectors are Mrs. Tom Moxley, Mrs. Champ Duncan, Mrs. Van Miller, Mrs. Bob McGrady and Mrs. Reece Caudill.

COLLINS NAMED ON WELFARE BOARD

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Mr. Sturdivant stated that the reason for his resignation was because of his declining health. Swanson Edwards, welfare superintendent who also serves on the board, stated that the two years of service Mr. Sturdivant had given to the board had been of great service to the county.

Serving also on the board are Mrs. C. A. Thompson and R. C. Halsy.

WRECK FATAL TO PINEY CREEK YOUTH

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Rev. W. H. Yokeley, interment was in the church cemetery. Classmates of the deceased served as flower girls.

TO START RE-ISSUING DRIVER LICENSE JULY 1

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glasses is 20-50. This may be with both eyes together, or it may be with best eye alone. The Sign test consists of the showing to the applicant several pictures containing Highway Warning signs. The applicant will be requested to tell what a driver should do when he comes to such a sign. Inability to read is not grounds for denying a driver license. The Rule section of the examination consists of twenty-five simple questions that deal with the safe operation of a motor vehicle. The Road test will consist of a drive of some twelve to fifteen city blocks.

REV. C. W. JONES TO BE HEARD ON RADIO

Rev. Claude W. Jones, well known revivalist, formerly of Ashe county, is now conducting a series of radio broadcasts over Station WBOB, Galax, Va. It was announced this week.

The program can be heard each morning, including Sunday, at 9:30 a. m.

The Bitter Dose



This Week in WASHINGTON

The agricultural appropriation bill will likely be the last such bill approved by both houses of the congress. In the meantime, in farm circles here there is talk of a farm revolt from the traditional ranks of the GOP. Fact is that the house vote on the appropriation was the closest in this session and at one time only six GOP votes kept the bill from being sent back to the committee. Of the 174 votes for re-commitment only 12 were republican and five of those were from the Iowa delegation. So the vote, 180 to 174 against recommitment, was decided almost entirely on party lines.

The only real republican opposition made to the farm cuts was voiced by Representative Clifford Hope of Kansas, chairman of the house agricultural committee. He declared that the appropriations committee by its slashes of some 341 millions of dollars in the department funds was "taking away the initiative of his committee" and partly through Hope's efforts, 40 million dollars was returned to the agricultural program. It is expected that the senate, as a result of the vigorous opposition of the farm leadership will restore at least partially some of the funds eliminated by the house, particularly the soil conservation and school lunch appropriations and likely some of the cuts from the rural electrical administration.

As a result of the conference of farm leaders, bankers and others interested in the farm land credit field, held at the instance of President Truman early in June, it is expected that a program, probably voluntary in nature and intended to curb the further increase of farm land prices, will be adopted by lenders. This program is expected to advise customers to hold on to their savings; provide for higher cash payments on sales involving a farm mortgage; hold down GI investments to prevent assumption of over-loaning on farm valuation; provide more lenient methods for acquisition of farm equipment to increase income; discourage pure speculation in farm lands and encourage farmers to buy on valuations based on normal earning power of land and to demand larger installments of payments while farm income is high. It is believed if lenders adopt this program it will tend to tighten credit and pull land prices downward.

Fifty-two congressmen have signed a petition to force some action of the joint house-senate economic committee on the President's economic report to the congress, as provided by the full employment act of 1946. The President's report was filed with the congress by the President last January but no action has been taken although the law requires it.

That the power of the house appropriations committee could wreck the foreign policy of the nation is seen in the fact that

although both houses of congress have passed, and the president has signed, the 400 million dollar loan to Greece and Turkey which is now a national policy, no appropriation has been made to provide the money. Congressman Taber of New York, chairman of the house appropriations committee says he's going to have a good look at the 400 million dollars to see if it is really needed before the house makes the appropriation. Sen. Carl Hatch of New Mexico recently questioned the right of a house committee to "veto" or nullify an action approved by both houses and the President. At any rate, the Taber committee is assuming the right.

Communism is the big bugaboo here in Washington, both in government and out. Arguments run pro and con over the Truman plan for screening government workers through the FBI at a cost of some 25 million dollars, and other advanced plans which will cost from 37 million dollars up. On the bill to outlaw the communist party, the proponents declare the communist party is subversive, that it promotes the overthrow of our form of government and our way of life and that its primary allegiance is to a foreign power. Those against the bill declare that the American concept of democracy is to allow free choice in the election of officials from any political party and that the best way to outlaw communism is to make democracy work better, here and abroad.

ANNOUNCEMENT IS MADE OF REGISTRARS

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Retha Combs succeeded Don Smith in the Glade Creek township. Other registrars are A. C. Edwards, Gap Civil; Walter Spicer, Cherry Lane; T. C. Osborne, Cranberry; V. B. Phipps, Piney Creek, George Finney, Prather's Creek.

The books will be open to the public on June 28, July 5 and July 12, Mr. Nichols stated, and pointed out that all those who had registered in the past would not be required to register again. Challenge day will be July 19.

FANS WILL WITNESS DONKEY BASEBALL

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tions towards their new building program, and proceeds of the game will be used toward the building fund. The land was partially donated by Dr. B. O. Choate and the other portion was bought from Ad McMillan. Work began last week at the new site of the clubhouse and was continued yesterday afternoon. The men are now cutting away the under brush and clearing the land for the building.

Total production of tobacco in 1945 was estimated at 2,042 million pounds.

New Safety Act To Make Drivers Use More Care

Speed Limit Set At 55-Miles-An-Hour; Must Be Financially Responsible

Beginning next Tuesday motorists will become acutely conscious of the efforts the 1947 Legislature made to curb accidents, by putting teeth into the "Motor Vehicle Safety and Responsibility Act," which becomes effective July 1.

Not only does this require the re-examination and re-issuance of driver license but includes a financial responsibility measure and an act to require mechanical inspection of motor vehicles, periodic reissuance of drivers' licenses, a 55-mile-an-hour speed limit on State highways, and stiff penalties for violation of the traffic laws.

As finally passed, only one inspection fee of \$1 will be charged through 1949 and thereafter it will be 75 cents per inspection.

Under the Financial Responsibility Act, a motorist must furnish proof of financial responsibility to regain his driving permit after it has been revoked for violation of the traffic laws, and drivers who are involved in accidents and who fail to satisfy court judgments against them will have to furnish proof of financial responsibility to retain their licenses.

Install Plant For Hay Drying

Machinery for drying hay has been installed in one of the barns at the State Test Farm at Transou in order to demonstrate the practically features of this type of curing.

"It is hoped that some valuable information will be gained from this important demonstration which will be of great value to the mountain counties in this vicinity due to the importance of hay curing," Supt. James Graham said.

"The test farm is very fortunate to be able to secure such valuable equipment for this demonstration and the services of all those concerned in securing such are greatly appreciated," he concluded.

Roy Royal, S-2C Back From Tour

Roy B. Royal, seaman, second class, son of Mrs. Mabel Royal, of Miles, has returned to the United States aboard the aircraft carrier USS Leyte, after an extensive tour of the Mediterranean area.

While on the cruise, the Leyte visited Istanbul, Turkey; Souda Bay, Crete; Alexandria, Egypt; Naples, and Gibraltar.

Highlight of the cruise was a visit to the ship by the President of Turkey.