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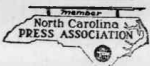
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LINCOLN THE PRESERVER

Lincoln's birthday offers to the people every year opportunity for consideration of the qualities which as man and statesman made him such a towering figure in American history. His unique quality as a man, the admixture of the virile and the tender in his makeup, the greatness of soul revealed in the utterances which have gained immortality, have inspired a reverence which has almost withheld due appreciation from the qualities of his statesmanship which might profitably reward study today.

Lincoln was not a radical, not a revolutionary in any sense. He had no desire to tinker with the constitution, or to make any alterations in the American plan of government to cope with the evils of his day. He hated slavery but he called his armies into the field to save the Union and not to destroy slavery. When secession was beaten in the field he had no thought but to restore the Union as it had existed before the break. There was no thought in his mind of utilizing the extraordinary circumstances that reduced so large a portion of the original Union to impotency before the presence of armed might, to force through changes in the original Federal structure.

Reunion in fact and reunion in soul and sentiment would have been accomplished much more speedily if murder had not cut his life short. He was tolerant of opposition, "slow to smite and swift to spare." The product of an American environment, in the absence of which he would not have been the Lincoln the world knows, his public career was made possible by the free institutions of a Federal structure to preserve which unimpaired was the controlling policy of his statesmanship.

WORK A LITTLE HARDER

In former days the idea of how to bring about prosperity was for everybody to work a little harder. This gave people more purchasing power so they could buy more goods, and thus started idle factories humming.

The theory that has prevailed of late seems to have gone in the opposite direction. The working week was generally reduced, with the idea that this change would make it necessary to put on more help. This theory raised the labor cost of goods and increased prices to consumers. The gain made by putting more people to work was offset by the smaller amount the rest of the people could buy.

It would seem there still is merit in the idea of harder work to bring about prosperity. It certainly applies in the function of selling goods. In times when orders come easy, there is a temptation to let up a little on the part of the salesman. He feels he is making a good record, probably beating his former marks. Some people say why worry about this or that sale, which possibly could have been had.

Perhaps there is a man in the little village off the main road who used to buy, but who hasn't for a year or two. If the traveling salesman is doing better than he expected to do, he may feel disposed to call it a day and let that little customer go. If orders are slack, the thing to do is to hunt up that former customer, and see where he got off, and whether he cannot be got on again.

The merchant in his store can follow a like course to advantage. Probably he has a list of former customers from whom he has not heard of late. A newspaper advertisement directed to them might produce results.

If every employe would try a little harder to do good work and push sales and every business man would look for new chances to sell, a lot of new business might be turned up.

Advertising is good for business.

Remember

Always remember to forget
The things that made you sad,
But never forget to remember
The things that made you glad.

Always remember to forget
The friends that proved untrue,
But never forget to remember
Those that have stuck by you.

Always remember to forget
The troubles that passed away,
But never forget to remember
The blessings that come each day.

—Levi Furbush in "Cheerful Letter."

VOICE OF THE CLOCKS

People often complain of sleepless nights and say that they heard the clock strike many times. The voice of the clock may not be a pleasant sound when one wants to be oblivious to it in sleep. Still, those voices may start thoughts which will help calm restless minds.

There used to be grandfather's clock, that tall and dignified sentinel of the stairway, which ticked out the minutes on its unhurried way. Its slow strike was a suggestion that life should not be taken too impatiently, that there is plenty of time for everything and that man should live out his life with less hurry and scurry.

An opposite point of view was suggested by the old kitchen clock in many homes, which had a quick and tingling strike. As a denizen of the working kitchen, its fast strike seemed to suggest that there is a lot of work to be done, and it were better to be up and at it.

Then there is the light and silvery tone of many clocks, which seem to suggest that life is full of pleasant beauty, full of charm and music, for those who look for that side of existences.

Then there is the deep toned bell effect, which suggests the richness of experience, and how folk can find the deeper happiness by seeking the higher values of life.

Some clocks, like some people, are always ahead of time. No lagging by the way for these fast and active tickers. And there are those that lag behind, and are always hurrying in vain to keep up with the rest.

So clocks seem to be like people, grave and gay, fast and slow. Perhaps those who reflect how much they seem like human beings, and how they keep ticking away with a tireless energy for a century, may forget their troubles and go to sleep.

BETTER BIOGRAPHIES

This year of 1940 is being marked for celebration in occidental countries as the five hundredth anniversary of Gutenberg, who introduced printing.

Possibly Gutenberg did not invent printing from movable types — the Chinese claim to have had it centuries before him and probably did. But Gutenberg put printing on the map in the western part of the world. Among other things he made possible, quite apart from the benefaction he conferred on humanity by making all literature accessible, the biography of the obscure.

Nearly everybody today in America has somewhere a printed record of himself, birth notice, wedding notice, funeral notice. Thus Gutenberg through printing provided the means of knowing in the future something about everybody.

Before printing was utilized with its present universality a man could be great and still go unrecorded. The biographical meagerness of Christopher Columbus is proof of that; and of Shakespeare; and of Gutenberg, of whom actually little is known.

133,096 APPLY FOR 7,000 LOANS

The Farm Security Administration reports that it has received 133,096 applications for the less than 7,000 loans it can make to enable tenants to buy farms.

This seems to indicate an opportunity for private capital to find work. The capitalist, of course, answers that he can't compete with the government, which will sustain enormous losses, etc and etc.

The same sound was abroad in the land when the RFC began to buy bonds of the PWA. It was asserted that the government would lose millions. It was re-emphasized that the government was unfit to attend to any important business. What happened is on record. The bright capitalists who derided the RFC loans later bought many of the bonds from the RFC, which made millions of dollars out of the transactions.

A GREAT AMERICAN ANNIVERSARY

This week all America is celebrating the 30th anniversary of the establishment of the Boy Scout Movement in America. The movement has its enthusiastic supporters everywhere. Indeed in its three decades nearly 9,000,000 Americans have been Scouts, cubs and leaders. Today there are over 1,330,000 boys and men actively enrolled.

Now as never before, American adults are giving their time, energies and financial support to time-tested boys and girls organizations that help mold their children into types of citizens that will guarantee the continued existence of the United States along the pattern set by the nation's founders who gave America its democratic form of government and its precious heritage, the Constitution and its Bill of Rights.

Supplementing existing organizations such as the home, church and school, the Boy Scouts of America engages boys' leisure-time energies in outdoor life and activities of cultural and practical values which lead boys to become dependable men.

Every President of the United States since William Howard Taft has been an enthusiastic supporter of Scouting and every American who knows anything about Scouting's beneficial program acknowledges it as worthy of continued confidence and trust.

HITLER PROMISES WAR

Herr Hitler promises Great Britain and France the war they have asked for.

He still poses as a seeker of peace. This pose is repeated after the recent revelation of the outrages in Poland and Czechoslovakia, where thousands of helpless people have been impressed into labor service and a number are reported to have been slain.

Hitler's public attitudes seem so unreasonable on the basis of his brutality to other peoples that one must accept the conclusion that nobody counts in his thinking except Germans, or that he is a hopeless lunatic. In either event, he is a dangerous man to be running at large with a war machine as formidable as that of Germany.

NO "FRONT" NEEDED

America does not want the "Christian Front" of the alleged conspirator Cassidy! America does not desire a Franco-imitating Front, a Jewish Front, or a Communist Front. America does not need any "front" behind which intolerant and subversive forces may hide! America wishes for no "front" whose cohesive power is the bond of bigotry, the pooling of prejudice, or the huddling of hate.

But America does need a sense of spiritual unity between all of its religious groups. America does need a rededication to the basic principles of all real religion; reverence for Almighty God and love for one's neighbor.—From a radio address by the Rev. Walton E. Cole, minister of the First Unitarian Church, Toledo, Ohio.

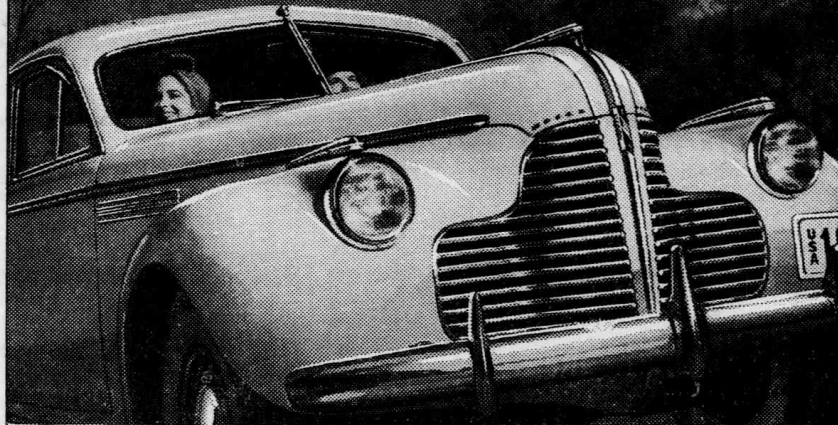
A Massachusetts boy told the teacher that his sister had the measles. The teacher sent him home and told him to stay there until his sister got well. After he skipped joyfully away another boy held up his hand and said, "Teacher, Dolan's sister, what's got the measles, lives in California."—Exchange.

THE CHARLOTTE OBSERVER

"The Foremost Newspaper of The Carolinas"

Jas. M. Miller, Agent

It's the Early Bird that gets the Fun



The model illustrated is the BUICK SUPER model 51 four-door touring sedan \$1109 delivered at Flint, Mich. White sidewall tires additional.*

ONE of these days the itch is going to hit you to get out and get in on the fun a Buick can be in the spring-time.

You're going to feel an irrepressible yen to touch off that husky, sweet-singing Dynaflex power plant and swing out in gentle coil-spring comfort to take in the fresh spring landscape.

Maybe, like others we know of, you've even got the model picked out, and are just "waiting a few weeks" to do something definite about it.

But may we emphasize, in purely friendly interest, that a lot of other people probably have the same idea.

And that when they start buying in droves—as they do every year about the 1st of March—even Buick's big factory has trouble keeping up with them.

Help Promote Safety—Dim Your Lights When Passing

Of course, we're doing all we can to be ready for everyone.

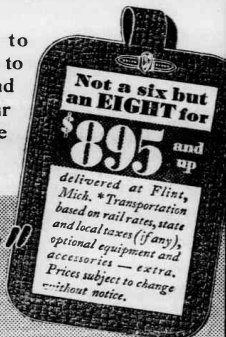
But you can get only so many cars in a warehouse.

And a full warehouse can empty awfully fast.

And what with everybody wanting Buicks this season, we can't say how long we can promise the delivery we can give now.

So why not play the early bird this year? Why not get the jump on your neighbor and be driving your Buick while he's still talking about getting his?

You've nothing to lose, a lot of fun to gain—and you'll find the address of your Buick dealer in the phone book.



"Best buy's Buick!"

EXEMPLAR OF GENERAL MOTORS VALUE

SEE YOUR NEAREST BUICK DEALER

DANGER HERE!

If you have to "squint" like this maybe you need an—



I. E. S. BETTER SIGHT LAMP

Are you one of the "squinters" over your daily paper? Why not ease up, get a good light and enjoy your evening reading to the fullest. These I.E.S. lamps are scientifically designed to give proper light for reading or working. And there are designs suitable for your home or your office. See these today!

- I. E. S. FLOOR LAMPS \$7.98 to \$11.95
95c Cash—\$1 Per Month
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50c Cash—\$1 Per Month
- PIN-TO-WALL LAMPS \$1.95 to \$3.45
45c Cash—50c Per Month

This certification tag is your guide to Better Light—Better Sight.



Duke POWER COMPANY

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