

The paper that tells what the people in the country as well as those in town are doing.

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J. J. KEYES HURT BY TRUCK WRECK

McKINLEY SMITH AND MAJOR WILSON ALSO INJURED

Mr. J. J. Keyes, well known dairyman about Marshall, is in an Asheville hospital, and Mr. McKinley Smith and Major Wilson also injured, as a result of a wreck of the truck which they were driving Wednesday night, or rather about three o'clock Thursday morning. Some five or six men were on Mr. Keyes' truck when it went off the road this side of Laurel River bridge, turning over several times. Mr. Keyes was injured about the chest, so much so that Dr. Moore, who rendered first aid, advised that he be taken at once to a hospital. McKinley Smith suffered broken ribs and a mashed left hip. The truck was said to be a complete wreck. We were unable to learn the extent of Mr. Wilson's injuries.

What Can Government Do?

We Americans are inclined to expect too much from government. When a business depression and a period of hard times sets in, we immediately ask: "Can't the government do something about this?"

Experiences in various parts of the world in recent years dictate the answer: "There is little that the government can do."

A few years ago the British rubber growers felt that they held a monopoly in their field, and immediately an attempt at artificial price fixing took place. At one time thereafter rubber reached the price of \$1.40 per pound. Now it has fallen to as low as 13 cents per pound. This artificially forced price with government backing, stimulated rubber production to areas not under British control. A glutted market followed. Government in this case failed to show any supremacy or control over economic law.

Brazil recently attempted to control the coffee market, producing as she did over 70 per cent of the coffee production of the world. Through banking control and government support of efforts to withhold the product from the market, prices, as we all remember, reached a high point. But again coffee production was greatly stimulated thereby in areas not under control of the Brazilian monopoly. Housewives took a hand in the situation also, and consumption declined while production increased. The result is a demoralized coffee market with many growers in Brazil facing financial ruin.

There are many other examples of the same sort. Monopoly operating under government protection may for a time influence prices, but sooner or later the end desired will be defeated, and the industry that was once the beneficiary of such unsound economic practices becomes the victim of an attempt to flout economic laws.

It is therefore dangerous to expect government to regulate prices and control the marketing of any product. When our farmers and citizens in general come to realize this, they will be able to approach their problems in a more intelligent manner, and seek through organization to deal with economic facts rather than to endeavor to override them.

—Forest City Courier.

What business needs is more profits and less prophets.

—The Pathfinder.

Best Farm Cook



Mrs. M. L. Freise of Redwood Falls, Minn., winner of Thanksgiving Dinner Menu Contest conducted by the Farm Bureau Federation.

AN AGE OF WONDERS

In spite of all its seeming evils, the age in which we live is the most wonderful the world has ever witnessed. Happy are those, particularly the young, who can grasp its significance. Astounding as the advancement of the last half century has been, it is only a beginning of greater progress yet to come.

Thoughtful persons are doing a service by pointing out to the younger generation the ever expanding opportunities which await their eager brains and hands. What unexplored resources and unknown forces of nature still lie concealed, wanting only the keys which the human mind must supply to unlock their secrets!

Dr. G. W. Truett of Dallas some time ago said: "I had rather live and have my strength and my wits about me for the next twenty-five years than any other five hundred years the world has ever seen."

Dr. Edward Mims of Vanderbilt University expressed the same idea in an address to an assemblage of teachers, saying: "I had rather be a teacher for the next twenty-five years than to be anything else at any time in all the history of the world."

While this wonderful age and the still more wonderful years to follow present great opportunities they also involve equally great responsibilities. Are the youth of today making adequate preparations to meet them? This question should engage the serious attention of every young person, as well as that of those who are charged with their training and development.—Rural Press Service.

Well, How About This?

The consumption of gasoline in recent months has fallen off considerably according to a recent official statement at Washington. This is one of the few instances that indicate a decrease in pleasure movements. Of course there are plenty of statistics which show how necessities have been curtailed. But with our fun—that's different.

Great Scientist



Sir Chandrasekhara Venkata Raman, Hindu physicist, who has been awarded the \$45,000 Nobel Prize in physics for his research in light.

GIVE RELIGION A CHANCE

Business and Politics have failed to solve the most serious of all post-war problems, now give Religion a chance, urges Doctor Henry A. Atkinson. Put prosperity up to the churches.

Doctor Atkinson is the General Secretary and organizer of the World Conference for International Peace through Religion, which, in November, 1932, will bring together in Washington leaders of all the major religions to consider how the church people of the world—Christians, Jews, Mohammedans, Buddhists and all the other great sects—can best cooperate to prevent war. Economic conditions will undergo no permanent improvement, he believes, until the world has better assurance of a peaceful future. In a report to his executive committee, which includes such leaders as Doctor S. Parkes Cadman, Doctor Einstein of Germany, Doctor Tagore of India, and the Lord Bishop of Liverpool, England, Doctor Atkinson says:

"Wherever one turns one finds cynicism in the face of existing conditions and skepticism regarding any possibility of a peaceful future. Economic conditions are bad the world over. At a time when the industries of the world should be taxed to their utmost capacity to build up what was destroyed during the years of war, we find the wheels slowing down, or that they have come to a complete stop. The religions of the world have at their command the force for helping humanity at this juncture of world affairs. If the combined religions, moral and spiritual resources of mankind coordinated and brought to bear upon these problems cannot help, then there is no help possible."

Plans for the Washington Conference thus take on a new significance. Can Religion succeed where Business and Politics have failed?

ADVERTISING GOOD GOODS

The American housewife, who is really the purchasing agent of the American people, knows that when she buys nationally advertised merchandise she is buying intelligently, said Joseph Wilshire, president of Standard Brand Incorporated, recently. Mr. Wilshire who has had more than thirty years' experience manufacturing and marketing food products, has made an intensive study of the buying habits of the American housewife.

"Newspapers and magazines are directing the purchasing practices of the housewife," continued Mr. Wilshire. "To illustrate: The American housewife was informed about dated coffee through the medium of newspapers and magazines. Now the housewife, a shrewd buyer of coffee and a skilled maker of coffee, knows that to get good coffee you must have fresh coffee. So she welcomed the marketing of dated coffee and sales of a par-

stop. The religions of the world have at their command the force for helping humanity at this juncture of world affairs. If the combined religions, moral and spiritual resources of mankind coordinated and brought to bear upon these problems cannot help, then there is no help possible."

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New Army Head



Major General Douglas MacArthur, who has just taken over the job of Chief of Staff, the youngest man ever to hold that highest Army post. He is 50.

ticular brand of coffee increased at once.

"When the housewife turned to dated coffee she turned to a nationally advertised

WHEN ONE IS OLD

We are repeatedly told that youth and age are not measured by years alone. Some are old for years at 30; others have the spirit of youth at 80. How is this?

An article in a recent issue of an educational journal expresses the idea of youth and age better than we could express it, so we quote it in part:

"Youth is not a time of life; it is a state of mind. It is a temper of the will, a quality of the imagination, a vigor of the emotions. Youth means a predominance of courage over timidity, of the appetite of adventure over the love of ease. This often exists in a man of fifty more than in a boy of twenty. Nobody grows old by merely living a number of years. People grow old by deserting their ideals."

John D. Rockefeller, for example, plays golf with zest at the age of 91. Thomas A. Edison is inventing and planning at the age of 83. John R. Voorhis is active as president of the board of elections of New York City at the age of 101.

These and hundreds of others are extremely old in years but young in spirit. Thus setting a good example for the rest of us.

—Rural Press Service.

AGENTS GONE NEXT WEEK

Mr. Brintnall And Miss Crafton To Be In Raleigh

There will be no meetings of the Home Demonstration Clubs next week as the Home and Farm Demonstration Agents will attend the annual Conference at State College, Raleigh, N. C.

product and so she made a change in her coffee buying habits with enthusiasm.

"National advertising calls for large sums of money. To warrant spending such sums products must possess superior quality and the prices must be right. The housewife knows this and so what she reads in her local newspaper and in the magazines which come into her home guides her in her household buying.

"Winning the implicit confidence of the housewife is to the tremendous credit of advertising."

DISTRICT JAILS PROPOSED

Mrs. W. T. Bost, state commissioner of public welfare, announces that the 1931 general assembly will be asked to pass an enabling act to permit certain counties to build a district jail and prison farm with the idea of providing better care for prisoners at reduced cost. A Raleigh dispatch quotes Mrs. Bost as saying that five eastern counties, Perquimans, Camden, Chowan, Currituck and Pasquotank are seriously considering the establishment of a district jail and prison farm. In addition to these eastern counties, Mrs. Bost says, some of the counties in the western part of the state are also seriously considering the consolidation idea.

—Greensboro Record.

MAXWELL'S PROGRAM

If I were a Mussolini in North Carolina, the first thing I should do would be to remove every board and commission in each of the 100 counties in North Carolina and appoint one board of three members for each county.

I should give that board all the powers now exercised by all the boards combined and should put every county officer under that board. In the smaller counties, I should put the chairman on a full-time basis with an adequate salary and in the large counties I should require full-time service of all three members and then pay them for it.

I believe that in that way there could be some real efficiency in county government. Now it is most difficult to get good men to run for county commissioner and if one gets in he finds that there is very little he can do. One board is running for health problem, another board the schools, another board the roads, the sheriff is looking after tax collections, and so forth.—A. J. Maxwell, State Commissioner of Revenue in News and Observer Oct. 19, 1930.



Albert T. Reid AUTOCASTER