

**Elkin Plumbing and Heating Co.**

**DUKE FOUNDATION**

(Continued from Page Four)

One of the major contracts in the creation of the new Hugh Chatham Memorial Hospital is that of the plumbing and heating, and the Elkin Plumbing and Heating Co. feel justly proud that they were successful in getting the work, and as their part of the contract is finished they doubtless feel additional pride in the service rendered by their company.

Although this firm has been established here for only a few years, it has gained an enviable reputation for quality work and has participated in the construction of numerous important building jobs, among them being in the homes recently built for residents of Roaring Gap and other places, to say nothing of the various local contracts.

Messrs. Jones D. Holcomb and Andrew Spain, proprietors of the business, are experiencing a steady growth in business, and gaining a wide reputation for service, quality work and consistently low prices. An ample stock of supplies is carried at all times to meet the ordinary requirements that daily confront them and a force of experienced men is maintained to carry out the policy of service.

Summer months are ideal for plumbing work, as workmen can get maximum production from their labor as compared with seasons of cold weather when chilling winds, blinding snows and frequent rains handicap them in their work and require greater time for completion of the job, none of which can be helped other than by doing the work in the opportune time.

When you have a plumbing or heating problem to deal with, this firm solicits your inquiry, with their pledge of satisfaction behind any business entrusted to them.

**Basketeria, Inc.**

One of the outstanding grocery and meat firms of Western North Carolina is the local Basketeria Store, which has grown from a mere handful of groceries to that of loaded shelves and counters.

For several years the owners of this store (they also operate a branch store in Jonesville, across the river from Elkin) conducted a general mercantile business at Doughton, and later purchased the Basketeria Store here. From the very first they met with success, although in a smaller way as compared to the present volume of business, and today enjoy a splendid patronage at both stores.

Messrs. Joe Hivins and Foley Norman, the owners, are well and favorably known throughout the entire section, and through their close application to business have been enabled to enjoy an unusual grocery and meat patronage.

Standard brands are carried, and in addition to fresh fruits and vegetables, a modern meat market is operated by the firm, enabling the housewives of this section to complete their grocery and meat orders under one roof, with the assurance that quality prevails in whatever they purchase.

The combined sales force of the two stores approaches a round dozen in number, and every name on the payroll of the company represents a courteous employee.

**Ray & Gilliam**

Elkin is building, and it is remodeling its old ones, too. Just recently the present home of Ray & Gilliam was completely overhauled and throughout the interior, and a modern plate glass front installed. It has been the subject of much comment from passersby since its completion, and the removal and display of the former stocks into the new quarters only tended to enhance its attractiveness through the reflection of an artist's hand in trimming the windows.

This store, operated by Mr. Sam T. Ray, is one of two modern clothing dispensaries, the other being located in Statesville, and managed by Mr. Paul Gilliam, who was formerly a business partner in the local store.

As the appearance of the store pleases the eye, just so does the wide range of nifty styles in men's and boys' clothing, shoes, shirts, ties, hats, caps, socks, belts and other necessary items that go to make up a man's wardrobe prove equally pleasing. The stock is willing to the eye and also the pocketbook, the latter phase of the arrangement not being based entirely upon low prices, but rather the high quality of merchandise without extravagant expenditures in dressing well.

Many are the men and boys of this community who have long since learned the lesson of buying good merchandise and relying upon the popular firm to supply it, which is attested by the constantly increasing number whom they serve. The new spring lines are now complete, and Mr. Ray most cordially invites your visit, whether you make a purchase or not.

Yet I confess to quite a feeling of resentment at the time because I knew this lack of understanding had its source in the persistent ways in which he had been depicted as a malefactor of great wealth by those who sought to secure their own preferment by his destruction.

"Many years ago while in the midst of his tobacco merchandising, Mr. Duke had his attention called to a hydro-electric development on the Catawba River in South Carolina. An investigation was followed by an investment, and thus there began what, for him, was the real business fascination of his life, culminating in the acquisition and development of the great Saguenay River, in the Province of Quebec, Canada and giving rise, contrary to popular belief, to much the larger portion of his fortune."

The endowment was established with \$40,000,000. One-fifth of each year's net income he required to be accumulated until thereby another \$10,000,000 was added to the principal of the Endowment. And his quietness that daily confront them and a force of experienced men is maintained to carry out the policy of service.

Showing that Mr. Duke was anxious to help the communities that had permitted him to prosper, the booklet says: "For many years I have been engaged in the development of water powers in certain sections of North Carolina and South Carolina. In my study of this subject I have observed how such utilization of a natural resource, which otherwise would run in waste to the sea and not remain and increase as a forest, both gives impetus to industrial life and provides a safe and enduring investment for capital. My ambition is that the revenue of such developments shall administer to the social welfare, as the operation of such developments in administering to the economic welfare of the communities which they serve."

In aiding religious causes, up to July 1, 1929, the Endowment had paid out in round figures \$66,250 to superannuated preachers and their families, \$92,000 for operating rural churches and \$195,000 for building rural churches, this amount being about one-eighth of the total for such buildings.

"Hospitalization appeared strongly to Mr. Duke because he considered the cause splendid and the need very great. He therefore provided liberally for it than for any other purpose. The identical stated to it thirty-two percent of the distributable net income arising from his principal and accretions. Mr. Duke's Will, in giving two-thirds of his residuary estate to the Endowment, specified that ninety percent of the net income therefrom should be used for hospitalization and the term of the Endowment. And it is the only object for which the trustees may use net income beyond the confines of the Carolinas, in the manner and to the extent it has already indicated."

The practice of modern medicine is a dependent upon and therefore centers around the hospital. This is a well-known fact and the reason is plain. The great progress in the sciences of surgery, as well as in medicine, has made the hospital facilities indispensable in both diagnosis and treatment. But hospitals, for the most part, are yet located in cities and large towns. And the result is a vast disproportionateness between our urban and rural populations as respects the amount, nature and caliber of the medical facilities open to them.

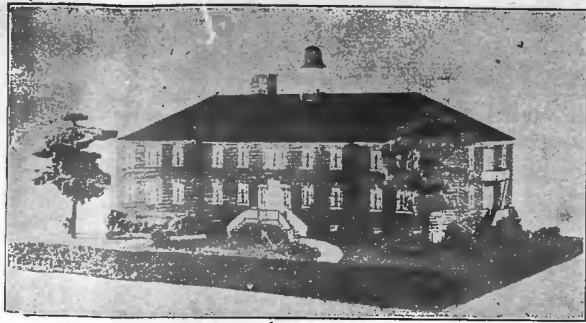
"Mr. Duke saw and appreciated this inequality and sought its relief. His conception was a network of hospitals so located and constructed that they and their attendant staffs would be adequate and accessible to all who might need."

"To July 1, 1929, in round figures the free day bed payments here aggregated about \$1,500,000 and the expenditures and commitments for building and equipping hospitals about \$1,122,000 exclusive of the Hospital and Medical School at Duke University."

In concluding his address, Mr. Perkins paid this tribute to Mr. Duke: "Verily, a workman that needeth not be ashamed, he rests from his labor, but his deeds abide to bless. And among them shines the Endowment, an enduring light-house of humanity which will forever send forth its beams of loving helpfulness across life's storm-tossed sea."

The booklet gives detailed accounts of Mr. Duke's life and puts special emphasis upon his faith and trust in God, and his interest in religious activities. And through his generosity in establishing the Duke Foundation there stands in Elkin today a building which he made possible, and where humanity may be taken care of in the day of affliction, and he did not forget to provide for them who were less fortunate in the financial world, by making provisions for an additional donation of \$1.00 per day per bed for charity patients.

The establishment of the Duke Foundation was a noble and most commendable act on the part of Mr. Duke and countless thousands will be enabled to enjoy hospital advantages who otherwise could not do so.



**Congratulations**

A MODERN HOSPITAL BUILDING HAS BEEN COMPLETED, AND MODERNLY EQUIPPED.

**We Are Proud**

OF THIS INSTITUTION, AND FULLY REALIZE ITS IMPORTANCE TO ELKIN AND THIS SECTION.

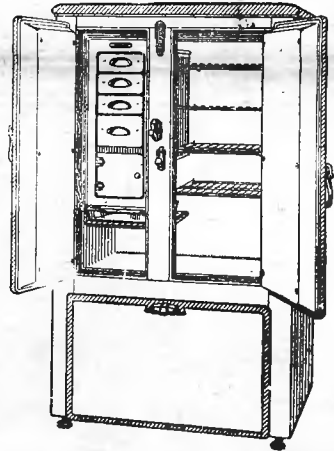
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