

Opportunities In State Are Painted By Bryson; Flays Gloomy Pictures

"North Carolina. A State of Opportunity" was the subject of a talk delivered over Radio Station WPTT by State Geologist H. J. Bryson in January. The State Geologist, while taking cognizance of the conditions of today, chided the continuous picture of gloom and painted a picture of the brighter side of circumstances.

"During the present year," asserted Mr. Bryson, "we have been overfed with sordid thoughts that opportunity is dead; that all the big things in the world have been done and that all the places at the top have long ago been filled. Our forefathers heard that in their day we are hearing it today as never before, and in all probability our descendants will hear it, but in spite of it all there is always a place at the top for those who take advantage of their opportunities."

"The paths of opportunity in America now reach their focal point in Dixie, especially in the Old North State. North and East are near high noon of development; our State looks into the rosy dawn. We are hurdling the last barrier to the last frontier of fortune; that is, the development of our natural resources."

"Touching on the mineral wealth of North Carolina as one of the chief undeveloped resources of the State, Mr. Bryson pointed out that the State leads all others in the number of native minerals, 224 being known. North Carolina, he continued, ranks first in total value of crude and ground feldspar, pyrophyllite (talc), mica and residual kaolin clay.

"The State," he asserted, "also produces gold, silver, copper, iron ore, manganese, stone of all grades and types, shell marl, sand and gravel, pottery, coal and a great variety of cement products."

"In addition to the materials produced, we have large deposits of barytes, a material used in paints, rubber goods, cloth, etc. High grade sand, quartz and quartzite suitable for the manufacture of glass, chinaware, electrical porcelain, chemical and refractory brick, silicates of soda as well as a great many other materials. We have numerous deposits of vermiculite, a type of asbestos used in wallboard, roofing and rubber industries."

"The State also has large deposits of corundum, garnet, apatite, materials used in the abrasive industries, than any other State. Deposits of kyanite, a new refractory material, are numerous and the reserves are practically unlimited. To date none of this material has been produced but plans are under way for its development on a large scale."

"The State probably contains as much as any great variety of ceramic materials in any section of the United States. Some of these materials are being produced on a large scale but none are manufactured in North Carolina. All are shipped out of the State usually to northern states for manufacture."

Discussing also the economic structure of the State, Mr. Bryson continued: "Industry and crop diversification are advancing—yet we talk too much in terms of a bale and a pound, when we should be talking in terms of bushels. With a soil that will raise most every food and feed product for man and beast, we make huge crops of tobacco and cotton, often to the detriment of ourselves, and send out of the State millions of dollars every year for high priced foodstuffs—at cost, plus freight, plus profit to others. We too often ship our raw materials to East or North and buy them back again as finished products. We pay freight both ways, plus all cost of manufacturing, to say nothing of a half-dozen profits between."

supply plan books for any type of building, from poultry houses to homes, and will assist the builder in planning for most economical cost. Consult them when you have a building problem, and they will help you lighten the task of seeing it through.

Elkin National Bank

Strength—of officers and resources, are essential to sound and successful banking. The character of the officers and directors of The Elkin National Bank lends every assurance of strength in this respect, and the ample resources of the bank itself is a guarantee of safety in the conduct of its business.

Since the death of Mr. Alex Chatham, Sr., several years ago, the bank has been under the same active management, and each year has seen the bank grow in strength, whether figured altogether in dollars and cents or not, for it has certainly enjoyed the distinction of being a bank of strength and character, the rock foundation upon which successful banks must be built.

Messrs. Alex Chatham, Jr., president, and C. G. Armfield, vice-president and cashier, are men of wide banking experience, and are in position to know the customer's need, and to know that arises—pertaining to banking problems. And if it is consistent with safe banking, money is almost always available for the legitimate use of the bank's customers upon demand.

The Elkin National Bank ranks among the most progressive institutions of the city, and for many years has advocated thrift ideas in promoting a desire on the part of wage-earners to prepare for emergencies of the future by saving systematically while they are capable of earning.

Any banking problem will receive prompt and courteous attention, and skilled advice when this bank is taken into your confidence and your plans made known, at least in part, as a basis of solving your problem to the best advantage.

Elkin Hardware Co.

Just say "hardware" in any section of the surrounding trading territory and let it include the villages of distant points, and it is not unlikely that the name of Elkin Hardware Co. will be mentioned.

Mr. E. F. McNeer, who established the business when Elkin was almost in its infancy, has labored untiringly each successive year in making this business one that would be recognized for its enormous stocks of hardware and farming implements, stores and ranges, paints, fencing, shingles, roofing material and scores of other items in general use by the public, and through his endeavors has been able to build up a large wholesale and retail business that receives patronage from a wide expanse of territory.

This firm is located in the heart of the business district, and in combination with the automobile department which features the Ford cars and automobile service, occupies several thousand feet of floor space. It is one of the largest hardware stores in Western North Carolina, and due to the volume of business done is in position to make attractive prices on anything in its line.

Now that the farming season is getting under way, it is predicted that this store will be the scene of lively trading among the farmers as they prepare to supply themselves with the necessary farming implements and garden tools. Your inspection of their stock is cordially invited.

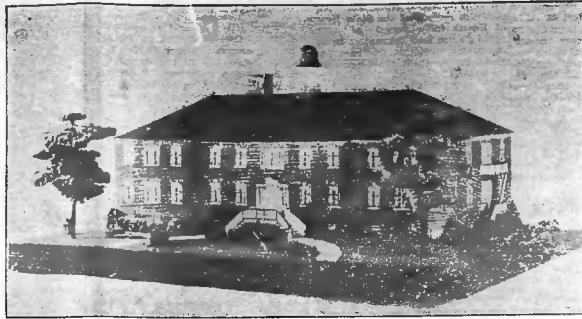
Abernethy's

Centrally located, and manned by a courteous crew, the business of Abernethy's Pharmacy has achieved considerable success in its field since its establishment here in 1918 by Mr. J. G. Abernethy, the manager. At that time Mr. Abernethy had his eyes open and upon numerous towns with a view to a desirable location, and he unhesitatingly states that he has never experienced a regret concerning his decision to locate in Elkin, where he has succeeded in building a satisfactory business, even under adverse business conditions.

This firm, which is also known as the Rexall Store, is a popular meeting place for fountain patrons, as well as those seeking reliable lines of drugs, sundries, stationery, toilet goods, etc. In keeping with the desire to present a business of refinement, Miss Maybort West, has recently been added to the clerical force, acting also in the capacity of cashier.

It may be justly said that every employee of the firm takes an interest in the business—not alone from the standpoint of the success of the business financially, but in giving service of a high order, which has been a prime factor in attracting new customers and holding the old ones.

Prescription work is a hobby with Abernethy's Pharmacy, and they seek to merit the same confidence from the public that the individual has in his physician who prescribes his medicine.



Elkin Is Indeed Fortunate In Securing the New

Hugh Chatham Memorial HOSPITAL

There are many reasons why we, as a part of Elkin and the community, rejoice in the approach of the opening of the new Hugh Chatham Memorial Hospital, chief among them being the convenience afforded to future patrons of the institution in that the people of this section may have modern hospital accommodations at nominal expense, and still be within easy access of their home folks.

It is an institution of which everyone should feel proud, and has been made possible only by the concentrated, determined efforts of leading citizens, backed by a general co-operation of many through donations of money, equipment, and valuable time and influence.

The need for this hospital has been realized more and more each day since the closing of the former one, and there is little or no doubt but that it will receive a generous portion of the business that must be given to an institution of this kind. It is deserving of the success we bespeak for it.

And while we have every good wish for the hospital, let us not forget that we are to have new residents in our midst—and right here let us pause to extend a most hearty welcome to all who will have the responsibility of the success of the hospital upon them.

THE LOCAL HOSPITAL HAS A COMPETENT SURGEON AND AN EFFICIENT STAFF OF NURSES, AND WE UNHESITATINGLY RECOMMEND THAT YOU PATRONIZE IT SHOULD YOU NEED HOSPITAL SERVICE

Elkin National Bank

Alex Chatham, President Elkin, N. C. C. G. Armfield, V. Pres. and Cashier

Carolina Cross Arm Company

Here is a business that has played no little part in its importance as a source of supply for the builder, for during the many years of its existence it has supplied building material for countless numbers of homes, barns, garages and other buildings, and much of the important material for some of our larger buildings has been furnished by this firm.

Mr. J. Frank Carter is president and general manager of the Carolina Cross Arm Co., and through his keen business ability has been successful in establishing and expanding the business from year to year, and when building material of any kind is brought into the mind of a builder or one who wishes to remodel or repair a building, this firm is instantly thought of as the logical place of supply.

Long experience has enabled the firm to know the wants of the prospective builder, and a complete supply is always on hand ready for prompt delivery. Another fact appreciated by the public is that one may secure anything in their line in any quantity, and the small customer who wishes to make a minor repair is given the same courtesy as one interested in the construction of a home.

The management will be glad to