

THE ELKIN TRIBUNE

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C. S. FOSTER.....President
H. F. LAFFOON.....Secretary-Treasurer

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In the State \$1.50 Out of the State, \$2.00

National Editorial Association
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If reckless drivers would take advice as readily as they do the roads, life would be made sweeter for all concerned.

The fact that the earth was created in six days proves definitely that it wasn't a government relief job.

The trouble is that the "handwriting on the wall" is placed there in characters we can't read until it is too late.

Of course if state officials insist on taking the slot machines to the junk heap, there still remain the cracks in the floor, plus the dotted ivories.

Bill in legislature to impose a maximum fine of \$50 for drunkenness in Orange county, if enacted, would just about make one of those football games pay the county debt.

Peggy Joyce recently gave her age as 32, which means as much as anything else that Peggy anticipates nothing from the Townsend old-age pension plan.

The Republicans may not have provided "a chicken for every pot," but they are trying mighty hard to put the Democratic rooster in a "stew."

His secretary says Mr. Mellon's wealth has dwindled from \$200,000,000 in 1931 to \$97,000,000 now, but at his ripe old age, Mr. Mellon ought to be able to string along on that pocket change.

We know of men, says the New Richmond News, who are paying from \$2 to \$5 a quart for mighty inferior hard liquor who come into this establishment and haggle over the price of a wee bit of superior quality printing. Aren't folks funny?

A Shift of Interest

An exchange points out that back in the early days it was customary for foreign advertisers in the newspapers, to always request that their advertisements be placed "at top of column next to reading matter." But today this preferred position is seldom asked or contracted for.

Vendors of patent medicines constituted in the main that class of early "foreign" advertisers who wanted to make certain that their investment in newspaper space would be profitable. They had health bargains to offer, but the reader in those days had not fully sensed the significance and importance of the advertising columns, and they had to be tethered to the printed page by means of news or story that held their interest.

There has been a big change of attitude on the part of the reader to the advertisements, in recent years. As the exchange points out: "Today it would be more in keeping with the times for the editor to request that his copy be placed 'next to advertising matter' because advertising has become a drawing card in most newspapers."

This change has come about through the intelligent application of the principles of salesmanship by those who invest in newspaper advertising space. In the first place the advertiser has found that his advertising statement must be honest, and that there is no surer way to the scrap heap than by misleading and dishonest statements. By study and experience he has learned to make his advertising message attractive and interest-compelling; by continuity, issue after issue, they teach their patrons to lean on them while they try to stretch their budget by buying intelligently and economically.

By a careful checking of results, the advertiser finds, too, that his investment pays when he has applied the above principles to the space he buys. This is proved by the millions of dollars spent by national advertisers in the newspapers, and every local merchant knows that he is to a large extent successful in accordance with the amount of money he spends with the local newspaper for advertising.

Safety Away From Home

The family of a prominent motor car and airplane manufacturer, has been sent to England to save its members from the threats of kidnapers. The attention of the lowest denizens of the underworld had been shown in a number of averted attempts in recent months and it is said to have been on the advice of police that the manufacturer sent this family out of the country for protection.

There is a lot to think about in that situation. It contains a compliment for England, where people of all degrees are safe, but nothing pleasing to Americans in its intimation that persons of any means are increasingly unsafe in the United States.

The worst phase of the American crime problem is dramatized in this flight of a family from home to seek safety among strangers.—Journal-World, Lawrence, Kansas.

Wages and Costs

Henry Ford, who is supposed to know about such things, says: "I do not believe that production costs are ever really decreased by reducing wages, but I have known that higher wages usually bring lower costs."

Many industrialists will agree with Mr. Ford in that conclusion, yet there are many others who will continue to reduce their production costs by battering down the wage scale in their plants, without pausing to measure the result by the yardstick of efficiency.

Further concerning the matter of wages, Mr. Ford says: "Industry as yet is in a crude stage, but the opportunities for skilled employment will stand steadfastly to increase rather than decrease. As industry advances—and that is the only direction in which it can go—the number of skilled men employed in making the machinery, that in turn makes the machinery that in turn makes the things which people use to earn their living, will greatly increase. That is, the incentive to skillful work will become even a larger factor. In these classifications wages will go to higher rates than we have yet seen, with consequent increases for men in the lower classifications."

If the labor union has a fault it is that the strength of its organized power is pointed in but a single direction—to gain and maintain a high wage level. Not infrequently the worker is encouraged against a maximum effort, in order to increase the job spread. But certainly little if any attention is given to increase the efficiency of the worker; no craft schools are established for his benefit, and little encouragement is given him to base his future progress on merit.

High wages are desirable from every point of view, but these will the more certainly come through education and understanding, than through legislation—and will be more enduring. When the industrialist is convinced that he is getting the worth of his money in labor, there will be little quibbling about the figure, whatever the wage may be.

Subsistence Farming Not New

Subsistence farming has received powerful impetus under the New Deal, but it is not characteristic of the present day alone. The pioneers of other days can without undue stretching of the imagination claim kinship with the movement.

Subsistence farming, in its plainest definition, that people unable to gain a full livelihood under existing conditions, shall be placed on the land where they may produce as large a part of the food and other requirements as possible. For the rest of their needs, the "store-bought" goods as are indispensable, they are expected to work at such wage-paying part-time occupations as may be available.

Abraham Lincoln, they tell us, did just this. And so did other stout souls of his generation. Lincoln's immediate ancestors were crowded out of the east, not because they were unwilling or unintelligent, but because opportunities for making a living were lacking. They crossed the mountains to where land, free of charge, was available. They made their subsistence—all of it—because in those days not only food but clothing and most of the farm implements were created, crudely perhaps, for their own personal use.

Abe helped to clear and cultivate the none-too-fat paternal acres, and thereby established title to food; he swapped rail-splitting labor for homespun clothes; he clerked in a store; freighted farm products down to New Orleans, and is credited with a number of other wage-earning, part-time jobs. Lincoln was close kin to the present jobless industrial worker, the dispossessed small-town store keeper, who now looks hopefully to the subsistence homestead settlement for a new chance.

There was a "New Deal" back there in those days; one that prevented the establishment in the New World of the landholding abuses of the Old, and which provided a continent of independent farmers instead of tenant peasants.

Statesmen In Reserve

Secretary Roper is on record favoring the creation of a citizens' civil service reserve corps, designed to bring better future government and to resist subversive moments. In other words he wants citizens to participate in the civil arm of the government just as the army and navy reserve corps brings them into the military arm. Here are secretary Roper's objectives:

"First, we should provide an intellectual reservoir for the government's use in times of emergency.

"Second, by inculcation of the nation's problems into the citizenry as a whole we can resist the development of subversive movements.

"Third, we can develop a class of citizens peculiarly fitted for the increasing complex job of governing."

All of which is noble in concept and merits consideration. Any intelligent group of citizens engaged in the common purpose of bettering governmental methods could work wonders—provided it is not politicalized away from its objective. But there is the rub. When unselfishness and intelligence is found in politics, you may put it down that it is there by accident. Men are in public life occasionally for the sole purpose of serving, but more often they offer themselves on the altar of selfish purpose, and the public accepts them without pausing to question why.

If Mr. Roper's group could be trained in governmental affairs, and if those composing it took their responsibilities seriously, we probably would not have legislative bodies piddling along for weeks and weeks without accomplishing anything at all.

It is nearly-always the case that when you lose your head, you have a mighty hard time saving your face.

"Full Feeling" After Meals

Here is how Theoford's Black-Draught proved helpful to Mr. Archie W. Brown, of Fort Green, Fla.: "I have taken Black-Draught when I have felt dull from over-eating or eating too hurriedly," he writes. "Small doses right after meals rid me of gases and heavy feeling. I am a great believer in Black-Draught."

Theoford's BLACK-DRAUGHT
Purely Vegetable Laxative
"CHILDREN LIKE THE SYRUP"

FINE REPAIRING

Two Expert Repairmen In Charge

U. W. STEELE
Jeweler
8, Main St. Elkin, N. C.

CREOMULSION

Your own druggist is authorized to cheerfully refund your money on the spot if you are not relieved by Creomulsion.

BRONCHIAL TROUBLES

THESE PICTURES SHOW

Modern Three-Minute Way to Ease Sore Throat



1. Crush and stir 3 BAYER Aspirin Tablets in a third glass of water.



2. Gargle Thoroughly—throw your head way back, allowing a little to trickle down your throat. Do this twice. Do not rinse mouth.



3. If you have a cold, take 2 BAYER Aspirin Tablets. Drink full glass of water. Repeat if necessary, following directions in package.

Ease Pain, Rawness, Soreness Almost Instantly

Here's a safe, modern and effective way to relieve sore throat. A way that eases the pain, rawness and irritation in as little as two or three minutes. Many doctors advise it and millions are following this way. Try it.

All you do is crush and stir 3 BAYER Aspirin Tablets in 1/2 glass of water and gargle with it twice—as pictured here. (If you have signs of a cold, take BAYER Aspirin and drink plenty of water.)

Get real BAYER Aspirin Tablets for this purpose. They disintegrate quickly and completely, making a gargle without irritating particles.

BAYER Aspirin prices have been decisively reduced, so there's no point now in accepting other than the real Bayer article you want.

NOW 15¢



PRICES on Genuine Bayer Aspirin Radically Reduced on All Sizes

TRIBUNE ADVERTISING GETS RESULTS!

Fertilizers May Look the Same But the Harvest Doesn't!

That's Why More and More Farmers in This Section Are Turning to Armour's

Armour's best from the beginning. Day and night it works for you, Seven Active Plant Foods striving 'Til your final caring's through.

Armour's Fertilizer not only supplies the three main plant foods, Nitrogen, Phosphoric Acid and Potash, but also secondary elements which are essential to plant growth and normal development just as vitamins are for humans.

Back of each bag is the reputation of the House of Armour, with 40 years of fertilizer experience. Made in the factory weeks before shipment, Armour's fertilizers are both cured and ripened.

These fertilizers not only feed your crops but actually improve your soil. They are non-acid forming and leave no harmful acids in the soil.

Manufactured for this section, in a nearby plant, these fertilizers actually suit your crops.

Let us supply you with ARMOUR'S...THE FERTILIZER WITH THE SEVEN ACTIVE PLANT FOODS

Elkin Roller Mill, Elkin, N. C.

Fletcher Motor Company, Boonville, N. C.

IN SIX YEARS OVER A MILLION PEOPLE WHO HAD BEEN DRIVING OTHER CARS HAVE CHANGED TO

PLYMOUTH

NO OTHER CAR AT ANY PRICE HAS SUCH A RECORD OF GROWTH IN SALES AS

PLYMOUTH

WATCH PLYMOUTH GROW

GREENWOOD AUTO COMPANY

Phone 197