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Sparta, N. C., Thursday, August 20, 1936.

BRUCE BARTON Says:



Ordinary Folks Important

Every year a certain executive delivers a speech to the members of his organization, which contains this standard paragraph: "The most important people in this office are not my partners or myself; they are the young people who sit in the reception halls. My partners and I see only a few people; they see everybody. They create the impression about our office that is carried by thousands of visitors into all sorts of places, and may bob up at the most unexpected times to do us good or harm."

"If these young people are going to insult anybody, I hope it will not be the young messenger boys who deliver telegrams and packages. Be careful never to insult them. You never can tell how soon they will grow up to be executives in positions where they may have a big influence on our affairs."

An automobile dealer mistreated a certain difficult customer, who forthwith acquired a permanent frown and devoted much of his spare time to airing his grievance. Nobody knows how many sales he killed in the course of the year, probably hundreds. A meter-reader for a public utility company was rude to a housewife. Her husband was subsequently elected to the state legislature and became a thorn in the company's side.

Every business, big or little, is dependent for its good will on the numdrum activities of very ordinary men and women. These people are unimportant on the pay-roll, but they may be mightily important in the balance sheet.

Then They Got Married

The campus of a certain university was picketed by fiery-eyed youngsters carrying banners of violent protest. Just what the object of their indignation may have been, I can't for the moment remember. It was a lively spectacle; a couple of windows were broken in a recitation hall, and the president's study was assailed with high-pitched demands that he come forth and declare himself.

I met him on a golf course a week later and referred to the rumpus. "You look pretty serene for a man who has lived through so many uprisings," I remarked. He laughed. "They are a regular part of the job," he said, "every once in a while the young men's thoughts turn to parade and denunciations. I have watched the phenomenon for twenty-five years. Also, I have kept a list of the principal riot leaders. I know what happens to them."

"That's interesting," I said. "What does happen to them?"

"They get jobs, and then they get married, and then they have youngsters, and then they get better jobs. And by that time they are no longer interested in over-turning things. They are too busy playing the game."

It will be a sad day for the world if youth ever ceases to have its period of protest. Youth ought to be dissatisfied and impatient; it ought to look critically at the messy fashion in which its elders have run the world. The sharp point of its protest pricks old age and causes some grudging forward movement.

But Nature seldom allows the movement to develop into a runaway. Almost before Youth is aware of what is happening, she has married him, and put him to work, and transferred him to the ranks of good citizens.

Wings Over Europe

by A. B. CHAPIN



Consolidated Rural Schools Offer Many Advantages

It is gratifying to consider the improved schools that are now available to rural pupils all over this country. This is due, largely, to consolidated schools, which take the place of several smaller schools.

In the United States today there are more than 15,000 consolidated schools and additional consolidations are proceeding at the rate of three a day for the entire year. The work has far to go, however, when one considers that there are still approximately 160,000 one-teacher schools. This number is decreasing at the rate of 5,000 a year, it is estimated.

We do not decry the one-teacher school. It has performed its task in a splendid manner and we know of no more heroic figure in the social life of any community than the brave little woman, who undertakes the management of a one-teacher school, usually without much compensation, either in the way of cash or appreciation.

However, thousands of them can be eliminated through consolidated grade schools, which will give to all students in a given district a better, more efficient school, as far as the physical plant goes. With more teachers, of equal ability, it should also afford better training.

Just as a number of weak schools are consolidated into better graded schools, so do we find consolidated high schools. This usually embraces a number of districts which, while maintaining in each district a graded school, sustains at a central point an improved high school. Some of them, miles from railroads, would surprise those who have not looked into this development.

The people of Alleghany county should keep alive to this possible method of increasing the physical capacity of our own school system. The consolidation plan has brought to rural students, wherever put into effect, greater possibilities, and there is no insurmountable objection to the realization of the hope that the day will come when many thousands of rural students will be able to attend a high school that will rate equally with those in the larger towns and county seats.

The Golden Rule On The Farm

An Inspirational Editorial by John Edwin Price

Many great American industrialists have run their factories as nearly as possible in accordance with the principles set down in the words: "Therefore, all things whatsoever ye would that men should do to you, do ye even so to them." Their unusually fine treatment of their employees has been heralded from the column-tops.

However, there is an employer who seldom makes the headlines unless a drouth, dust storm, flood, or tornado plays havoc with his plans. I refer to the average farmer who employs from one to three men as "hired help."

Most of these employers treat their help well, but occasionally will be found one who has found that it pays in dollars and cents, as well as in other ways, to pay them a little more than existence wages.

Bert Finch, of Sidney Center, N. Y., is such a farmer. Although "Bert" started from "scratch," having to borrow money with which to buy his first team, he is today considered to be one of the most prosperous farmers in his community. He has not made his money on "trades" or "deals" but by hard work—hand work, head work, heart work.

"Bert" and "Nettie" (because he gives much credit to his loyal wife) have added three farms to the one they originally owned and have every modern convenience including a radio in the barn to amuse the "help" and content the cows.

Most of the farmers hereabouts pay their help in goods and cash. The usual arrangement being, "house rent, wood, potatoes and milk and 30 or 35 dollars a month in cash. Most of the employees manage to keep their families on this although, as you might imagine, after the grocery bill is paid there isn't much left for clothing and furniture, to say nothing of luxuries.

"Bert" pays his tenant farmer 50 dollars in cash besides house rent, etc. He says, "You know when you do the right thing by your help you don't have to worry about them working in your interest. When I go over the hill and hear George a-singin' to the top of his lungs following the horses draggin', I know he's happy and really workin' for me. If I went over there and he was cussin' at the horses and jerkin' them around, I know neither of them are earnin' much for me."

"I always paid my help well because it was the right thing to do. After all these years I know it's good sense, too. Usually I get good men or soon after I get them, they get to be good men. Marvin was with me fifteen years, raised up a nice family and saved enough to start in by himself."

I couldn't help saying, "Bert, if all employers were like you, would pay as you pay and treat employees otherwise as they themselves would like to be treated, there would be practically no labor trouble in America, less waste, and more prosperity."

Louisa's Letter

Dear Louisa:

I live in a large city and work as a stenographer in an office where those are married and their wives are away during the summer. I am always receiving invitations to dine and dance with these men and I am undecided about accepting their invitations. I feel that my friends who see me out with a man whose wife is hears about it, she might not like it—still I hate to hurt their feelings.

ELSA B.

Answer:

While there is really no actual harm in spending an evening alone with a man whose wife is out of town, still in doing so you are exposing yourself to scandal and gossip. And some of the men who extend their invitations are not in search of such innocent recreation as they would have you believe. Some of them think it is smart to brag of the date they had with the "cute little number" while the wife was away and give no thought to the harm they are doing your reputation.

There are too many bachelor's around for an attractive young girl to be wasting her time on another woman's husband. In doing so, she has much to lose and nothing that she can honorably gain.

LOUISA

Dear Louisa:

My husband has perfectly awful table manners. We are preparing to take our vacation and expect to stay at an expensive hotel but I absolutely cringe at the thought of seeing him at the table among strangers, talking with his mouth full of food. He is very sensitive and I can't bring myself to the point of telling him about his manners. What would you do?

WIFE

Answer:

Why not show him this letter you have written? As you realize, nothing make a worse impression on people one has just met than bad table manners and I can think of no more disgusting sight than that of a woman of food being masticated in full sight of the public. Every mother should teach her children to eat properly, and in this way wives would not be placed in such an embarrassing position as you are in now, for husbands would rather be corrected by anyone else in the world than by their wives.

LOUISA

"I suppose you jilted poor Tommy without a sigh or tear." "Yes, it was just a cut and dry-eyed affair."

The Family Doctor

by John Joseph Gaines, M. D.

IN TREATMENT OF VARICOSE VEINS

Of course you know what I mean: Those large, crooked vessels just beneath the skin of your legs, below the knee. They deform, and do not look good through a thin stocking; besides, if very large, they may be painful after you have been on your feet a while. Varicose veins may occur in several different localities. Some forms of rectal disease are only varicose veins, but I shall confine this talk to such veins below the knee.

The cause is usually inflammation of the vein itself—its walls. This weakens the vessel so that the blood-stream distends it more and more. Over-feeding on highly seasoned foods and eating too much are remote causes, and aggravate existing varicosities.

You know, also, of various measures for relief of this condition. The most common is the elastic bandage or the rubber stocking. These, indeed, relieve immediate distress, but only while they are worn; they never cure. Chinese hack the veins into short sections, drain, and heal the wounds. Rough but radical. Surgeons remove the veins that are troublesome, but it's a bit of cutting, and people hate cutting, you know.

The best method for a radical cure, one that does not disable or inconvenience the patient much, is the injection method. It must be done by the physician, but results are very satisfying. A point is selected where the swelling begins, that is, nearer the ankle—not at the top of the vessel treated. A solution is thrown into the vein that obliterates the canal; of course, that vein is done for and deeper veins must do the work, and will. The diseased vein becomes as a fibrous cord—it is cured. Your physician will tell you all about it. Go get well.

Don't Mind It

Manager—Now, before I hire you, I'm going to tell you that in some of the small towns you may be showered with vegetables.

Actor—Don't make any difference to me; I'm a vegetarian.

Johnny On The Spot / Anshell—I've been shut up in a boarding school so long I hardly know what to do with my hands.

Arthur (ardently)—Let me hold them for you.

Dangerous Work / Blodgett—So Jones fainted during the trip to Cuba by airplane. How was that?

Dodget—The porter said he was going to brush him off.

Nuts and Kernels

Troy Isaiah Jones

They now have an orchestra in West Jefferson. I don't know who is playing second fiddle but you can't get thirteen persons together now without somebody playing second fiddle.

You don't have to be in an orchestra to play second fiddle.

I came out at the little end of the norm in a political campaign. But my opponent insisted on doing the town.

You don't have to be bald headed to make a good piccolo player.

I was a political leader once. But that was when I lead the fellows out of the Harrigan. If the party could have kept up with me I "shore" would have carried them to victory.

There was a man who wanted to stand by me at the Harrigan. But I told him there would be no standin' if I could get out of there and get started!

The Spanish governments are scrambling around for control. That is the way to get one of these here Spanish omelets!

The American government does not intend to have anything to do with Spain in this war. As a bull thrower the Americans don't want any competition.

Some of these candidates are getting "Shaky" again!

Roovicit and Landon going to have a conference. Who ever heard of a gentleman's agreement between politicians?

If Landon will come over here and go with me I know where I can take him to at least give him a quick start on his campaign.

You don't have to use dynamite to blast your hopes. Try using an explosive temper.

Women have a better sense of humor than men or they could not take a joke like they do when they accept a man's proposal.

More Than Willing / The sleight-of-hand performance was not going very well. "Can any lady or gentleman lend me an egg?" asked the conjurer, coming down to the footlights.

"If we'd 'ad one," shouted a man in the balcony, "you'd 'ave got it long ago!"

Hey, That Man's in Again! / "I feel certain of winning the women's golf tournament this week."

"Well, dear, more par to you."

She Wanted a Pair Like Them! / A lecturer had been describing some of the sights he had seen abroad. "There are some spectacles," he said, "that one never forgets."

"I wish you could tell me where I can get a pair," exclaimed a lady in the audience. "I am always displacing mine."

Nancy Hart's HOME NEWS

There are probably fifty or sixty billion buttons on clothes in American wardrobes and on American people—men averaging around 450 buttons each, women less than that. A man's business clothes are held on by about thirty buttons. A woman may have none at all.

And yet a good button is not nearly as common as one might think. It should have certain definite characteristics. The back—just behind the holes—should be reinforced or built out a little. The holes should have rounded edges so as not to fray the thread, and the bridge between the holes should not be too thin. These points any woman can detect for herself when she buys buttons. Unfortunately, she cannot tell how the button will launder. Buttons today are made of many substances—wood, leather, bone, plaskon in gay colors, "vegetable" ivory, metals and cloth.

Stores report that cotton crochet thread outdid itself in sales for summer fashions. There is a cotton for every purpose. For the gossamer blouses so important with your suit there is fine mercerized crochet cotton which comes in the important new colors. For soft outer sweaters there is knit-crosheren, the mercerized knitting and crochet cotton with an added deep luster. All these threads are strong and practical; they do not stretch and will wash beautifully.

Florida Ambrosia: Peel and prepare equal portions of oranges and grapefruit, removing all pulp. Add an equal amount of shredded cocoanut and sugar to taste.

You shouldn't neglect your hands just because it's summer and the chapping winds have ceased. Sunshine has a way of drying out natural oils of the skin. Massage the hands occasionally with one of the new non-sticky creams.

Particularly feminine and youthful is a new evening gown in white organdy whose full skirt is made of three separate tiers of material each trimmed with five rows of delicate lace stitched on in ruffles in a shell pattern. The front of the bodies is similarly treated with the rows of lace sewed on in scallops—and the

Post Office Nomenclature / Here is a list of towns with odd names, which, with the state included, make interesting combinations: Ash, Kan.; Carpet, Tex.; Mount, Wash.; Ogo, Ga.; Odear, Me.; Skeleton, Ky.; Shoo, Fla.; Kay, O.; Houdy, Miss.; Riven, Tenn.—Whitewright Sun.

EXECUTOR'S NOTICE

All persons are notified to file claims against the estate of Rebecca Spurlin with the undersigned within one year from this date or this notice will be plead in bar of payment.

August 6, 1936.

G. R. HENDRIX, Executor of Rebecca Spurlin

Step-27AT

Household Hint: If brown sugar has become lumpy, place it on a shallow dish and set on a moderate oven for a few minutes and it may be easily crumbled for use.

An old Danish wedding invitation read in part: "To hear their marriage service, you must come that day and bring a pint of fresh milk and two potters of cream."

See Castevens Motor Co. for radio batteries and tubes. ttc.

Why be NERVOUS

There's a time-tested, harmless preparation, compounded by a specialist in nervous disorders, for the relief of Sleeplessness, Irritability, Nervous Indigestion, Nervous Headache, Restlessness, the Blues and Hysterical Conditions. During the more than fifty years since this preparation was first used, numberless other nerve sedatives have come—and gone. But the old reliable has always been in constantly increasing demand. Only one medicine fits this description.

DR. MILES NERVINE

If you are nervous, don't wait to get better. You may get worse. Take Dr. Miles Nervine. You can get Dr. Miles Nervine—Liquid and Effervescent Tablets—at your drug store.

HELPED 98 PERCENT

Interviews with 800 people who had used or were using Dr. Miles Nervine showed that 784 had been definitely benefited. Isn't anything that offers a 49 to 1 chance of helping you worth trying?

Get a package of Dr. Miles Nervine today. If it fails to help you—take the empty bottle or carton back to your druggist, and he will refund your money.