

The Clinton Chronicle

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The Chronicle seeks the cooperation of its subscribers and readers—the publisher will at all times appreciate wise suggestions and kindly advice. The Chronicle will publish letters of general interest when they are not of a defamatory nature. Anonymous communications will not be noticed. This paper is not responsible for the views or opinions of its correspondents.

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CLINTON, S. C., THURSDAY, DECEMBER 30, 1948

The Chronicle Has Another Birthday

Here we are again facing a brand New Year. What an exhilarating thought!

We salute 1949—which means that THE CHRONICLE is a year older, and we hope wiser. The date on next week's paper will change from Volume XLVIII to XLIX, Number 1, which signifies that the publication is on the eve of entering upon its 49th year. It has been published under present management and ownership for 33 years.

What 1949 holds for us and for you we do not know. This much we do know—this new year gives us 365 blank pages to be filled in. What will we write on those untouched pages? What will the future tell? No one knows the answer. This new year is one about which there is much speculation and uncertainty. Many economists and others are telling us we have already entered into a recession to be followed by a depression. There are certain signs that this prophecy is true. It is a year we know that will bring readjustments, complex problems, and opportunities that call for caution, conservative hope, understanding, initiative and hard work on the part of all. We must all unite and pull together with fair play, and a determination to make this a better and happier community. The mistakes of the year now dying should stand as a bold challenge to us all as we hang up a new calendar and start down another year's journey. As a community and as individuals, if we will make the "Golden Rule" our guiding star there will be fewer pitfalls, disappointments or setbacks.

The Chronicle has always keenly felt its responsibility to the community. It is privileged to serve. A newspaper is a peculiar institution, different from every other type of business. It is a community institution dedicated to service. Service must come first, if the publisher is honest. Above money and everything else. This newspaper is not supported by its many friends and customers because the publisher needs the money. You support the home paper because you feel it gives you full value for your money, and adequate service to the community, standing for those high and fine things that count most for good citizenship.

We say that The Chronicle's first obligation is not to itself but its subscribers, advertisers and customers. A newspaper is no better than the town in which it is published. Never lose sight of that truth, or be deceived into thinking that editors make newspapers. They don't. Readers make newspapers. The Chronicle is published for them and it gives us real gratification that their number has substantially increased during the years. To all of you we voice our appreciation for your support, interest and confidence. We pledge to give you an even better newspaper during 1949.

Readers come first, always, and they must be secured and held. If circulation is to be maintained, it is our responsibility to give you a good, new family newspaper, clean from front to back, the kind you will welcome in your home for weekly visits. This we will honestly strive to do.

And while readers come first—there are definite responsibilities we owe to others. First to our advertisers, for without them we could not pay our bills and stay in business. It is our job and responsibility to give to these advertisers a full coverage of the local trade area, in the city, textile centers and rural communities. We can honestly say that we are discharging this responsibility in offering our advertisers the largest circulation in our history with the paper going into 80 per cent of the homes of the community and being read by thousands of your prospective customers. It is our job to help merchants and others sell goods, to bring customers into your places of business. This relationship to advertisers is, of course, a business affair from which each benefits. It is the result of a relationship by which commerce flows from a skillful blending of good merchandising and effective advertising. We esteem the friendship of our advertisers and we anticipate with pleasure a continuation of the same pleasant relations in the years that lie ahead. In our mechanical departments, both the newspaper and commercial printing, new equipment is being added to serve our customers more efficiently. A large and complete senior advertising mat service, same as used by many

daily newspapers, has been added for the new year without cost to our advertisers in preparing their advertising lay-outs.

We have a definite responsibility, also, to our employees, the men and women who assemble and write the news, who set the type, run the presses and do the many other expensive jobs involved in the production of a newspaper and commercial printing. Our combination newspaper-commercial printing plant enables us to serve our customers better, to give the town a better newspaper at lower cost to advertisers and subscribers. The diligence, loyalty and faithfulness of these employees with us for a long period of years is responsible in a very large measure for what success The Chronicle has achieved. And so to all four groups—readers, advertisers, commercial printing customers, employees The Chronicle is indebted and wishes for each of you a New Year filled with happiness and success.

It is not amiss as we face the new year to turn from "shop talk" and ask this question, "Will Clinton go forward during the next decade?" That is an important question and one that can be answered by no outsiders or magic hand. It must be answered by the business men and interests of this community of which The Chronicle is a small part. Are we to drift along in a complacent attitude, or with initiative and wise planning go forward in the march of progress. Clinton must grow or fall back. It cannot stand still. Competition around us is too keen. We must as a united people pull and work together, and The Chronicle stands ready to do its part. We reaffirm our faith and confidence in the community and its people, the finest in the world we think.

Gets 1,000,000th Telephone, Talks To President On First Call

Burlington, N. C., Dec. 16.—William J. Pace, Alamance county tobacco farmer, today received a double surprise. A telephone installed in his home turned out to be the 1,000,000th added by the Bell system in rural areas since the war, and with it came a long distance conversation with President Harry S. Truman in Washington.

With the addition of these million telephones there are now more than 2,300,000 Bell system telephones serving rural areas, 65 per cent more than on V-J day.

Having the millionth telephone installed in his home was not entirely a surprise to Mr. Pace. In fact, the telephone men had anticipated the event and arranged ceremonies which were attended by U. S. Senator J. Melville Broughton and Governor-Elect W. Kerr Scott of North Carolina, as well as regional and state farm and telephone leaders.

But the long distance conversation with President Truman was a surprise. Senator Broughton placed the call and made the introduction.

Steady Increase In Unemployment Claims Reported By Board

Columbia, Dec. 29. — (Special to The Chronicle).—A slight general rise in the level of unemployment occurred in South Carolina during the month of November, according to a statement this week by James Julius Bush, executive director of the South Carolina Employment Security commission.

Initial claims increased during No-

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member in both veteran and non-veteran categories, with veterans' initial claims on a statewide level increasing from 1,995 in October to 2,545 filed during November. Non-veteran initial claims climbed from 6,709 for October to 7,659 last month. Veterans' self-employed claims showed a decrease from 1,246 filed in October to 1,107 in November.

General increases were also revealed in continued claims made last month, with 21,681 non-veteran and 8,065 veteran continued claims filed during November, as compared to 19,563 non-veteran and 7,251 veteran during the preceding month.

At the Clinton office, however, decreases were shown in November claims for non-veterans and in veteran self-employed claims. Veteran self-employed claims dropped from 49 filed in October to 35 during November, and non-veteran initial and continued claims fell from 138 and 485, respectively, in October, to 119 and 402 during November. Veteran initial claims filed at the Clinton office increased from 30 filed during October to 46 last month, and veteran continued claims rose from 74 in October to 135 in November.

The Clinton office of the commission serves all of Laurens county.

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